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PACIFIC FISHERMAN

ENSENADA—
Foremost Fish Canning Port of Mexico....p20

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THE NEW ENSENADA—
Aerial photograph of the harbor development at Ensenada, Mexico's leading fish canning port. Deep water pier at the left foreground; fishing vessels wharves and anchorage in the middle distance. Photo by Juan Valera, port engineer.

ishing is a world industry; and the Pacific alone is half the world

PACIFIC FISHERMAN

Our Fifty-Sixth Year— **NOVEMBER 1958**
Vol. 56 **No. 12**

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Recurring Sockeye Surplus Creates Difficult Problem

Faced with the prospect of surplus Fraser River Sockeye every year of the great Adams River run, fishermen, packers, federal fisheries officials and the International Pacific Salmon Fisheries Commission will find it necessary to work out a plan to meet the problem realistically in future years.

Although it was realized fairly early in the season that the Adams River run might produce more Sockeyes than could be economically disposed of according to customary procedure, the situation led only to a name-calling stalemate and the loss of about $1,000,000, this representing the estimated value of Sockeyes that could have been caught but were not because of a price dispute.

During the next few months and certainly before the next big run, all interests involved in the Fraser River Sockeye fishery will endeavor to evolve a program to deal effectively with the more or less inevitable repetition of this season's surplus.

● This year's controversy arose from the fact that the Fisheries Association of B. C. declined to pay the full price of 28 cents per pound for late-run Sockeyes and the fishermen refused to deliver their catch at a reduced price. The fishermen maintained that these late-run Sockeyes were of good quality and worth the price agreed upon at the outset of the season. The association, on the other hand, had evidence obtained through government test indicating that the disputed salmon were definitely inferior.

This impasse naturally led to a substantial surplus of uncaught fish and created a threat of over-spawning in the Fraser and its tributaries. Whether the escapement was actually excessive to the point of causing damage to the spawning conditions was something that would have to wait for the result of Commission investigation.

The surplus problem was one that could not sensibly be allowed to recur. For the good of the fishery it was necessary for the various groups interested to establish a formula agreeable to all, or at least sufficiently realistic to guarantee that the Sockeye fishery would not be harmed; otherwise the whole theory and practice of conservation would be affected.

● Those who have studied the question closely believe that in future big-run years some understanding will have to be reached for the establishment of at least one sub-grade for Fraser Sockeye caught in B. C. waters and that when the season's prices are set due recognition of the varying grades will have to be given. This might lead to some complications in establishing the quotas for Canadian and U. S. fishermen, however, unless appropriate allowance were given to the Americans, and one suggestion is that two late-run sub-standard B. C.-caught Sockeye would count as one in the allocations made by the Commission. This, however, is a matter for future discussion.

Late in October there was obviously a good deal of disagreement between packers, fishermen and the Commission, with all three voicing differences of opinion.

Suomela on International Fisheries Commission

Arnie J. Suomela, a U. S. commissioner of Fish and Wildlife, has been appointed by President Eisenhower to be U. S. Commissioner on the International North Pacific Fisheries Commission. He replaces Assistant Secretary of the Interior Ross Leffler, who resigned from the Commission due to increase of other duties of his post in domestic activities.

PACIFIC FISHERMAN'S NEWS

NOVEMBER 1958

The Fish Move North

The whole Pacific fisheries picture shifted a few hundred miles farther north this summer. The southbound California fleet stayed nearer home, local operations there were oriented northward, the Oregon tuna fleet cashed in by having less traveling to do, and all salmon runs shifted north and came home late. The Sockeye sneak through Johnstone Straits, and the bulging Alaska Pink catch, most conspicuous up to Westward, were all part of the great picture dictated by the almighty thermometer.

Oregon-Washington Albacore Landings Up, California Down

Rough, tough work paid off for Northwest fishermen going after Albacore which moved up the Pacific Coast in warm water this year. Fishermen's Cooperative Association reported the best season since the big catch of 1944. The weather was "toughest ever," but they brought in a lot of poundage. September landings totaled 4,403,400 pounds — 3,070,000 pounds more than was landed by the northwest fishing fleet in September, 1957.

This, combined with a low Japanese catch, made dream-come-true abundance of fish at good prices. Hardly any port along the Oregon and Washington coasts, normally handling fish, has failed to benefit from the landings, even though most boats with the best trips managed to end those trips in the Astoria vicinity and make for there with the better dockside prices. Westport, Hoquiam and Seattle shared in the landings, and 1,300,000 pounds were landed at Fishermen's Coop's plant at Coos Bay.

General industry benefit should be felt in the Northwest due to the albacore catch, because halibut fishermen, draggers and trollers were able to diversify at the end of normal seasons, and make up for less productive work in the summer.

The California Albacore catch was the lowest since 1955, the USFWS reported. This was because the fish were moving North, and the Oregon catch was the best within the memory of the oldest living inhabitant.

The entire West Coast catch, as reported by the USFWS, was 16,095, which is only 1,400 tons under the 1957 total. By mid-October, the California landings of Albacore were virtually nil.

Southern California bait boats, however, were making good catches of Yellowfin and Skipjack much nearer home than normal, on the Sixty-Mile Bank off Southern California.

The San Pedro seiner fleet continued to bring in record-breaking landings of Bluefin. Up to Oct. 4, the USFWS gave a total of 15,045 tons, as compared with 9,557 for the same period in 1957 and 5,557 in 1956.

Albacore Price Softens

At an American Tunaboat auction in San Diego in mid-October, a bid of $400 a ton for Albacore was refused by a clipper, although Albacore had been selling for $425 a ton virtually all summer. At the same time, the price of Japanese Albacore was dropped $50 a ton. At last quotations, Japanese select graded Albacore was being sold for $340 a ton FOB, which is equivalent to $415 a ton in California.

Two Clippers Sold

The tuna clipper *Mary Lou*, 118', 210 tons, built by Lynch, has been sold by Herbert C. Hudgins to Maurice Bernardini, both of San Diego, according to Treasury Department reports. Same source says the *Santa Anita*, 121', 200 tons, built by Avondale, has been transferred from Nick Trutanic to Star-Kist Foods, Terminal Island, Calif.

"Cobb" Explores for Shrimp at New Depths

The U.S. Fish & Wildlife Service exploratory vessel *John N. Cobb* left Seattle early in October to study depths from 100 to 500 fathoms off the Washington and Oregon coasts. Trip was to continue into November, with fishing to seek new areas of commercial concentrations of shrimp.

Sardine Fishing Out of San Pedro Continues Good

Sardines continued to pour into the Terminal Island canneries in record quantities last month, following a few days' lull during which the purse-seine fleet tied up because of uncertainty over the price of fish.

Ex-vessel price at present being paid by most canneries is around $50 a ton, and the fleet is out again, bringing in sardines in quantities that remind old-timers of the years before 1945.

There is, however, a feeling that a limit will be reached beyond which canners cannot hold present prices.

Still Plenty Fish

Meanwhile, fishing continued good, and the schools seemed to be moving closer to shore. The U. S. Fish & Wildlife Market News Service reported daily catches in the first days of October reaching almost as high as 3000 tons, and never below 1800 until about mid-month when there was a drop to a few hundred tons.

Hueneme Landings

A new wrinkle was developing. As big catches were being made north of San Pedro, fishermen were landing considerable tonnages at Port Hueneme, which is about 58 highway miles north of the harbor. A Calpak cannery at Oxnard was taking as much as 100 tons a day, and the balance was being trucked to San Pedro.

Although the truck haul was costing the fishermen $10 a ton, they were better off to pay it and gain a night's fishing by landing at Hueneme.

Troller 'Inga' Damaged

The troller *Inga* was reported en route home to Port Angeles unaided after having grounded near the entrance of Boat Harbor on Vancouver Island, some 20 miles southeast of Nanaimo. Skipper Hans Norbisrath was on his way home, alone, from Alaska. He sent out a distress call but later backed his 40-footer off the reef without help.

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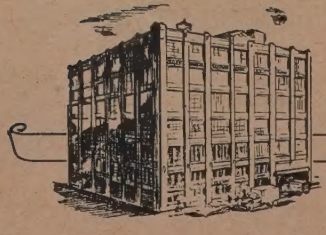

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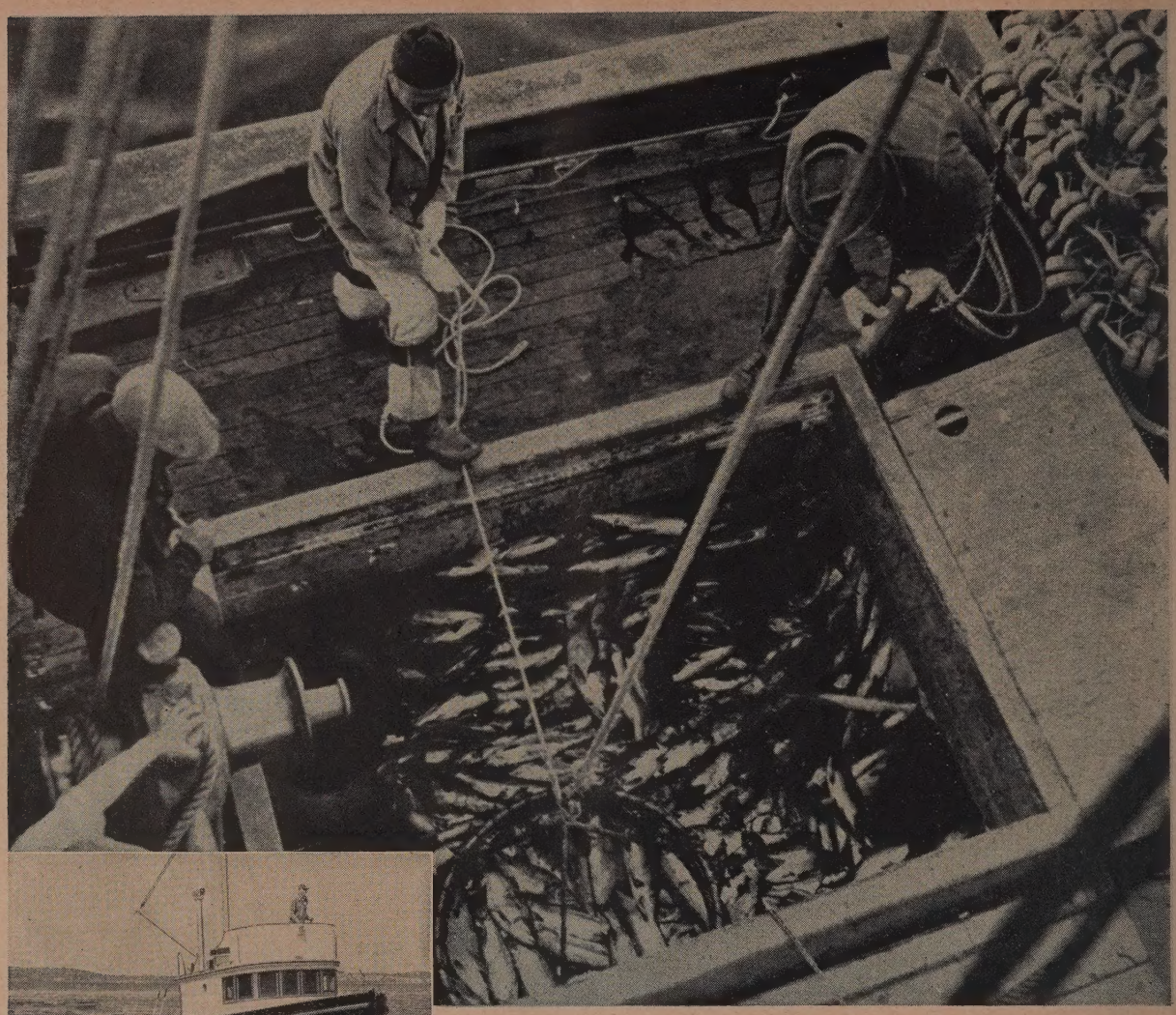

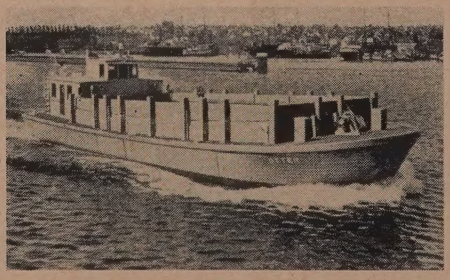

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PICTURED LEFT (top to bottom): LIBBY 21, a 37-foot purse seiner; one of 27 Chrysler-powered boats operating out of Moser Bay. OTTER, a 71-foot power scow; one of 38 Chrysler-powered boats operating out of Koggiung. LIBBY "K-6," a 29-foot gillnetter; one of 14 Chrysler-powered boats out of Kenai.

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When Isadoro Califano of San Pedro, California, repowered his 55' purse seiner NEW SAN ANTONIO in 1954 with a GM "6-110" Diesel engine, his boat went from one of the slowest to one of the fastest in the fleet. The "6-110," which replaced a bigger, less powerful 4-cycle Diesel, has now logged over 7,000 hours with no overhaul and not a minute's downtime for repairs.

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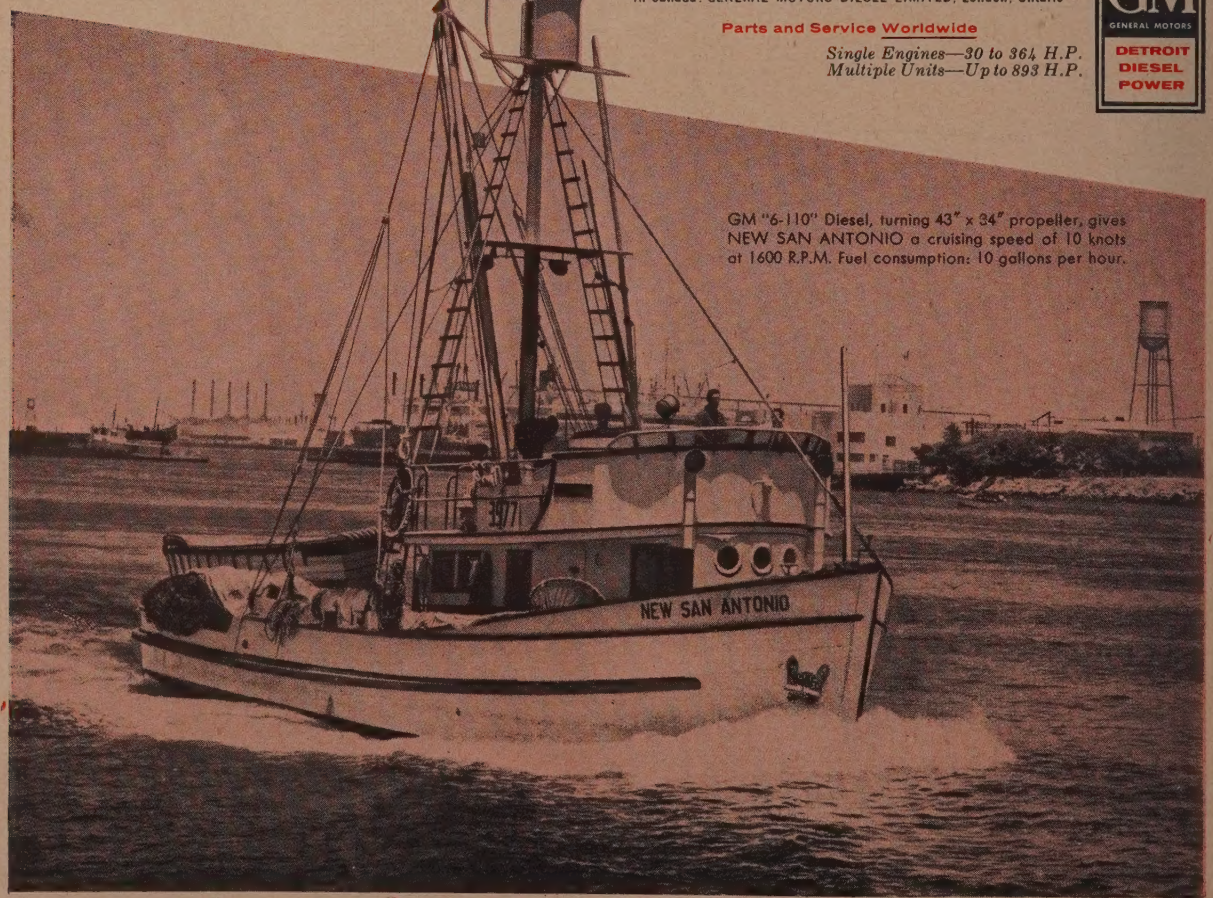

GM "6-110" Diesel, turning 43" x 34" propeller, gives NEW SAN ANTONIO a cruising speed of 10 knots at 1600 R.P.M. Fuel consumption: 10 gallons per hour.

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APPLICATION **M. V. Giuseppe-Maria San Francisco, Calif.**

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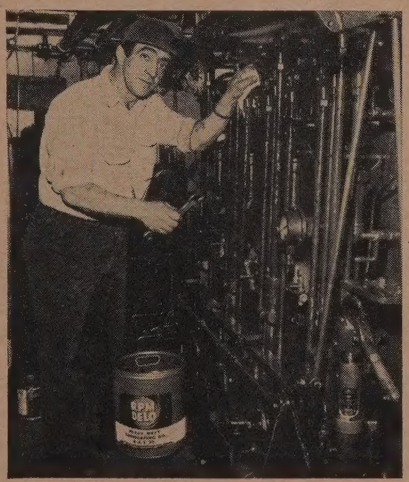

Skipper and owner Anthony Cresci (right) points to oil pressure gauge which registers a steady 25 lb. psi at normal and high speeds and 15 lb. psi while idling, indicating excellent condition of Atlas Marine Diesel. Says Mr. Cresci: "We've used nothing but RPM DELO in this engine since it was new, 13 years ago. We feel DELO is the best possible oil to use in this type of service, and the condition of the engine proves we are right." The Cresci family has used Standard products aboard their fishing boats since 1919.

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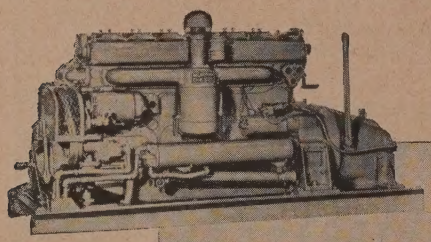

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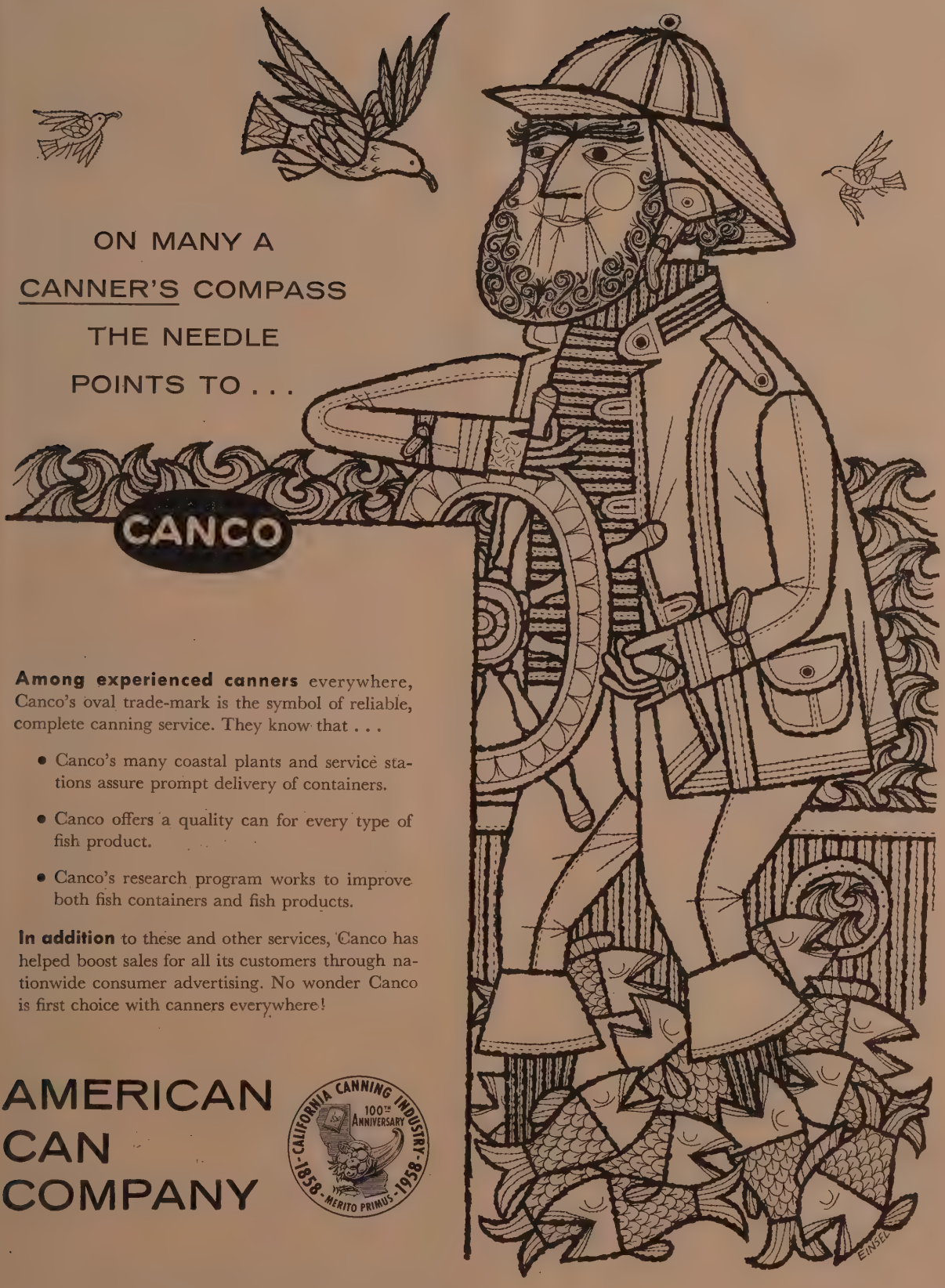

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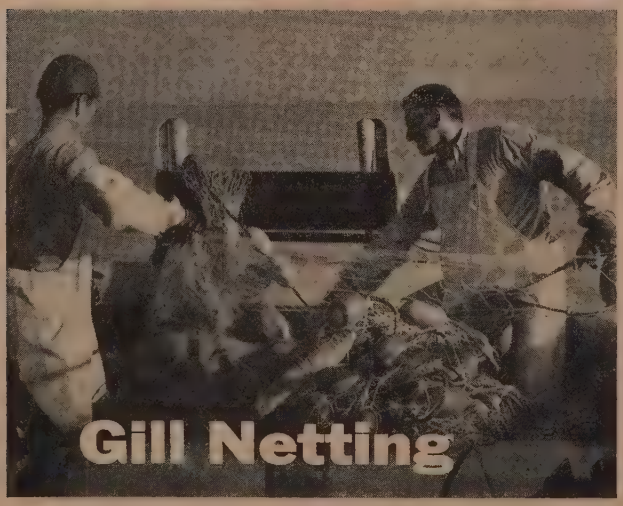

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Hanging and purse lines of Du Pont nylon or "Dacron" polyester fiber are "perfect partners" for use with nylon netting. Use nylon where strength and toughness are needed—"Dacron" where these qualities must be combined with *low stretch*. Match the life of nylon netting—save rehanging time and money.

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PACIFIC FISHERMAN

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Spongex seine floats

PACIFIC FISHERMAN November, 1958

Notes from the North Pacific Fisheries Conference, Tokyo

North American Scientists Mount Powerful Offensive

● Men from many arms of science, researchers from North America, marshalled a powerful offensive of fact and study as the International North Pacific Fisheries Conference opened its annual meeting in Tokyo late in October.

Canadian and American investigators in fields as diverse as those of fish scale structure and oceanic hydro dynamics supported the contention that red salmon of North American origin range far to the west of the provisional line established by the treaty as the boundary of the area from which Japan abstains under the terms of the international agreement.

Japanese scientists, on the other hand, countered defensively and maintained that the North American findings lacked the weight to make them compelling in the eyes of the world.

As Japanese, Canadians, and Americans offered their evidence two Russian scientific observers sat silently listening, saying nothing.

● Sixth meeting of the Commission saw astonishing advance in a field of study which had pioneered researches in the mysteries on and in the sea. What had seemed to be an insoluble problem in 1954 was beginning to be revealed under the persistent efforts of biologists, serologists, morthologists, oceanographers, anatomists, parisitologists, mathematicians, and research administrators.

Japan's defensive position, as expressed by Iwao Fujita, Chairman of the Commission, in advance of the session, was that "No definite results have been obtained from our researches." It was widely recognized that the Japanese were contending that no scientific findings of unquestioned validity supported the American request that the abstention line be moved from its provisional position established by the treaty further to the west in keeping with the scientific findings which the Americans presented. On the other hand, there was rather widespread feeling that, as one of the largest Japanese newspapers expressed it at the opening of the conference: "All governmental and industrial sources say that Japan offered to yield a bit from its present stand."

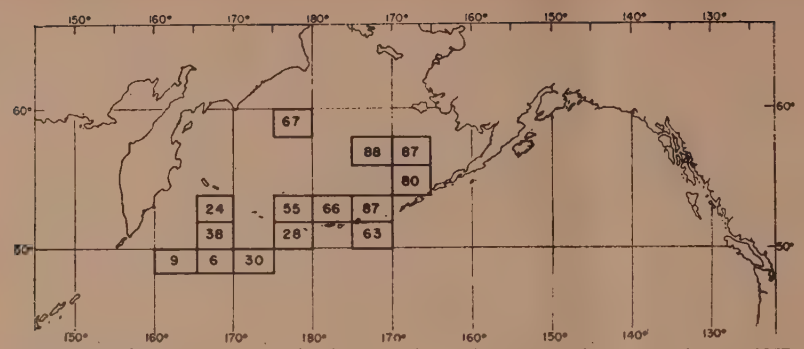
● The United States section fielded a powerful team in the meetings of the Biology and Research Committee, which ran for two weeks in advance of the formal Commission conference. Spokesman for the American team was its new member, Donald L. McKernan, Director of the U. S. Bureau of Commercial Fisheries. Himself a scientist, as well as a governmental administrator far outranking in official position any other governmental member of the committee, Mr. McKernan was supported by Commissioner John H. Clawson of Alaska and Dr. William F. Thompson of the University of Washington.

James Cameron of Canada was chairman of the Committee and, following the new policy of the Commission in this respect, Dr. M. Fujinaga of Japan presided at the scientific sessions as "Convenor" of the scientists. He discharged his duties in an impersonal manner and with fairness and impartiality in the highest degree.

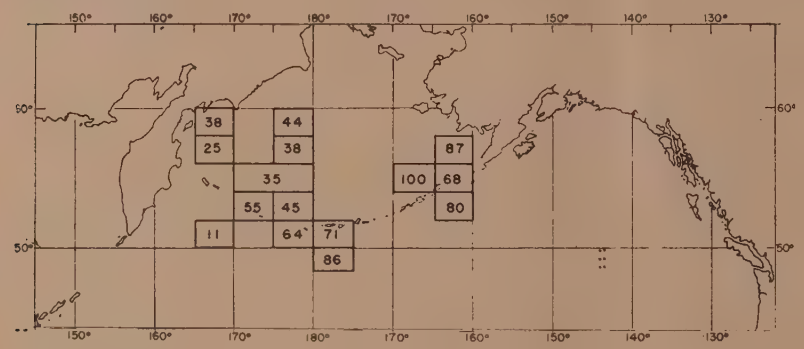
● Among the remarkable revelations of the scientific meeting, although not directly related to the problems before the Commission, was the frank declaration by Dr. Ferris Neave of Canada that:

"In 1958 Fraser River Sockeyes were present in the sea to 155° West Longitude, the western limit of Canadian studies."

This left the question in many interested minds as to how much further west Fraser River Sockeyes might have



Percentage of American type red salmon in the High Seas samples May and June 1957, by new scale method.



Percentage of American type red salmon in the High Seas samples July and August 1957, by new scale method.

been found if the Canadian studies had extended beyond the 155 Meridian.

American scientists studying Sockeye salmon from the standpoint of their physical counts and measurements also reported finding fish of apparently Canadian origin as far westward as the tip of the Alaska Peninsula. This would place them at about 165° West. These Canadian fish, however, were believed to be of types representing the populations of the Naas and Skeena rivers, rather than the typical 4-year fish found native in the Fraser.

● American scientists studying the problem from the standpoint of distinguishing between Asian and American native fish on the basis of body measurements and anatomical characteristics, declared that it was doubtful if any North American Sockeyes, other than those from Bristol Bay, Chignik and Kodiak Island are taken by the Japanese highseas fishing operations.

On the other hand, they reported finding that Red salmon whose characteristics showed them to be of Alaska origin composed as much as 87% of the samples taken on the high seas in the area west of the provisional line at 175° West to the 175th Meridian of East Longitude, a distance of 10 degrees. This was during the spring period of 1957 when the runs were marshalling for Bristol Bay, and were hit hard by an intensive Japanese fishery above the Aleutian Islands. Later in the summer of that year samples taken between 175° East Longitude and 180° were found to be 69.4% of the Alaskan type.

● Blood type studies supported these findings with singular coincidence. Likewise, the study of parasites by the Canadian scientists also tended to show a clearcut distinction between the two continental stocks, and with fish carrying organisms known only in the fresh water lakes tributary to Bristol Bay found in substantial numbers as far to the west as 175° East Longitude, 10 degrees west of the provisional line.

● Evidence from the scientists studying the problem from the standpoint of scale structures was equally impressive. It showed that salmon with scale structures indicating North American origin comprised the large majority of the samples taken in the highseas fishery as far west as 170° East Longitude.

Returns from tagging by American vessels once more confirmed the previous evidence. Once again all tags affixed to Red salmon in the area of the Japanese high seas fishery and subsequently recovered were taken either in the immediate vicinity of the fishery, near the spot where they had been applied, or else in Alaskan streams or in the Alaska fisheries within territorial waters. No Red salmon tag, of all the many thousands affixed in the area of the high seas fishery over a period of years, has yet been returned from an Asian stream or a fishery in Asian coastal waters.

The American presentation at the scientific sessions created something of a sensation, in that it was a bilingual statement carried by means of taped recording, with the English wording followed immediately by a Japanese translation also from the tape. Moreover, the recorded reports by the individuals who did the work were accompanied by color slides showing the men and the methods employed in the investigations being reported upon.

This interesting venture into the field of scientific research presentation drew warm commendation from the Japanese and Canadian scientists alike.

Fisheries Economists Attend London Parley

Several fisheries authorities from the Pacific coast recently attended the FAO Technical Conference on Costs and Earnings of Fishing Enterprises held in London, England, under the chairmanship of Sir Louis Chick.

It was the first conference of its kind, attended by representatives of most of the nations interested in commercial fisheries, and its purpose was to exchange information and correlate the processes for obtaining and recording data on the economics of the industry.

Among those who attended were:

United States—Prof. Ralph Cassady, director of the Bureau of Business and Economic Research, University of California; W. H. Stolting, acting chief of the branch of economics, Bureau of Commercial Fisheries, Washington; Prof. J. A. Crutchfield, associate professor of economics, University of Washington; Prof. E. A. Hale, Bureau of Business and Economic Research, San Diego.

Canada—W. C. Mackenzie, director of economic service, Department of Fisheries, Ottawa; Blake Campbell, chief economist, Department of Fisheries, Vancouver; Harvey Stevens, secretary, United Fishermen and Allied Workers, Vancouver.

B. C. Fishermen and Packers Share Sockeye's Beneficence

As the Sockeye season drew to a close, it was apparent that 1958 would go down in the industry's books as The Great Year. The total Fraser River Sockeye run was expected to be close to 17,000,000 fish.

Total catch of Sockeye in convention waters would probably be about 10,000,000 fish by the time all accounts were filed, divided between Canadian and American fishermen pretty evenly. In addition, there was a catch of some 4,700,000 fish in non-competitive waters, principally Johnstone Strait, and an escapement of some 2,000,000 seemed likely.

Nature Was Co-operative

Despite the lateness of the runs and the idiosyncrasies of the Sockeye in choosing a different route in their passage to the river, almost every factor for influencing the fish was favorable —ocean survival, feed supply, water flow and temperature. Seldom, if ever before, has there been such a combination of fortunate circumstances affecting the Sockeye run to the Fraser. It might be repeated four years from now, but the odds are against it.

However, regardless of the size of future runs, enough has happened this season to demonstrate more effectively than ever before the efficacy of the long-term conservation program aimed at increasing and maintaining the Sockeye fishery on the Fraser. At a time when agitation for greater utilization of British Columbia rivers for waterpower is being revived, this year's run and pack provided spectacular proof of the river's present and potential value as a food and revenue producer.

Just what the economic returns would finally be as a result of this season's operations was difficult to estimate this month. Guesswork was rampant, and mostly it was because of the unexpected size of the pack and the re-entry of the United Kingdom as a buyer without artificial restrictions, for the first time since before World War II.

There were estimates that the United Kingdom alone might purchase $35,000,000 worth of salmon in the Northwest this season. They were probably high, in view of the fact that B. C. canners were determined to withhold adequate quantities to serve the growing and dependable domestic market. In the final analysis, B. C. might sell about 600,000 cases in the United Kingdom, and the same market might absorb up to 150,000 cases of Sockeye from Puget Sound and Alaska.

The B. C. operators were receiving $18.50 a case in the United Kingdom for fancy Sockeye.

Escapement Causes Anxiety

With most of the fishing over, there was some concern over escapement to the Fraser. The International Pacific Salmon Fisheries Commission had hoped for a total escapement of about 1,500,000 to provide adequate spawning without over-crowding. But no one had counted on such a tremendous run as actually materialized and it was obvious by mid-October that there would be more spawners in the Fraser than had been estimated as the ideal number.

Commission spokesmen, however, were not alarmed by the prospect. Although the salmon were reaching the spawning area as much as two weeks later than their usual timetable (some of the Steelako run were a month late), they were vigorous and healthy and river conditions were excellent when they arrived. Weight averaged 6.3 lbs. All Sockeye races were late this season, and while earlier years may have seen something approaching this situation there were no definite records of such tardiness. An escapement of 2,000,000, or some 500,000 more than had been anticipated and provided for in the commission's estimates, could be taken in stride.

Nevertheless the sheer volume of the "surplus" escapement was enough to cause controversy among packers, fishermen and the Commission's staff, with the tendency for each group to place some of the responsibility on the others. The argument was touched off by the packers' decision not to buy "stragglers," late run Sockeye of inferior quality, because the industry with an abundance of prime fish to meet market requirements was indisposed to risk its reputation by packing sub-grade Sockeye.

The organized fishermen, who had stood out for 28 cents a pound as the price of raw Sockeye, were not inclined to lower their price. In view of the impasse between fishermen and packers in B. C., the fishermen asked the Canadian government to permit them to sell Sockeye to the U. S. at 28 cents a pound, with the stipulation that it would be only first class fish, regardless of B. C. operators' definition. This required a concession from Ottawa—the lifting of the ban on such export—and Ottawa complied. But few, if any Canadian-caught fish were actually sold in the U. S., possibly because of a difference in the price at which the Sockeye could be bought from Puget Sound fishermen.

Ottawa Refuses Subsidy

Then the fishermen suggested that the Canadian government should enter into an agreement with the canners whereby they would continue to pack Sockeye until the end of the season for subsidized export under the Colombo Plan or for other give-away food programs. The fishermen proposed that the government should allow for the cost of raw fish and a minimum rate for costs of canning in fixing a price for this portion of the pack. Since advertising and labeling costs, brokerage and profit could be eliminated, the cost to the government would be reasonable. Even Grade B fish would be suitable for inclusion in this plan, the fishermen maintained. However, hopes for this arrangement were dashed when Fisheries Minister J. Angus MacLean announced that Ottawa had no funds for such a purchase and, in any case, would require authority from the House of Commons.

Because of all this a certain amount of "wastage" was inevitable, but the cause was obviously the season's "embarrassment of riches" due to the unprecedented Sockeye run rather than anyone's failure to make an exact calculation anywhere along the line. As a result, fishermen in the Fraser during early October used wider mesh nets and sank them deeper trying to avoid the unwanted Sockeye and aim-

WHEN YOUR ENGINE STOPS RUST STARTS!

As your engine cools, water forms in your cylinders to bring on your worst enemy—rust! But new, exclusive Tydol HD has an amazing additive that's impervious to water! It prevents formation of rust by leaving a protective film on cylinder walls and moving parts.

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ing to catch Coho, White Springs and Chums. There was only a limited market for fresh fish, and fishermen refused to break the price line, so few fish were sold except to the packers during the earlier stages of the run.

The big catches and the lush earnings of many of the fishermen, the big pack and ready market for packers helped to compensate for periods of exasperation and frustration during the fishing season caused by necessary enforcement of restrictions, often at very little notice. The task of the Commission and the Department of Fisheries was made doubly difficult by the pattern of migration followed by the Sockeye—the fact that some 55 per cent of the Fraser River Sockeye traveled through Johnstone Strait, where only 4 per cent had gone in the previous cycle year, instead of around the west coast of Vancouver Island and into the Strait of San Juan de Fuca. Trying to work out a formula that would guarantee a fair division of the catch in convention waters presented a problem for the administrators more baffling than in any other season.

More Boats, Better Gear

The difficulties were compounded by the more intense fishing effort, the greater number of boats and the more effective gear. In one week 3,900,000 Sockeyes, weighing some 27,300,000 lbs., were taken. There was probably the greatest concentration of gillnetters in the Gulf of Georgia at one period than in any other season—a number estimated at more than 1800. Everyone tried to get into the act, and to regulate the operations of such an armada was a real test.

In Johnstone Strait, where the big catches were made, seiners were dominant, and they took probably 80 per cent of the 4,700,000 Sockeyes caught there during the month when the run was at its exciting peak. In the Strait of Juan de Fuca, too, at the Bonilla-Tatoosh line, seiners took about 70 per cent of the 2,860,000 fish caught in less than two weeks. Usually, the gillnetters take the play from the seiners when the Adams River run is in progress, but of the total Canadian catch of some 9,000,000 fish the seiners probably accounted for 5,800,000.

As recorded in Pacific Fisherman's October issue, the re-opening of the British market caused almost as much excitement as the wonderful run of Sockeye. It was a frantic time for brokers and packers and in the general confusion some rash statements were made. There were reports to the effect that the entire pack had been gobbled up by the Eager British market, that large British buying groups had made fantastic offers. As the flurry settled down it became obvious that no one market was going to dominate the purchasing and that no one buyer or group of buyers would influence the situation any more than in a more or less normal year.

The atmosphere in Vancouver packing and brokerage circles was anything but tranquil during the days immediately following the sudden reopening of the British market, and brokers tried desperately to make the most of their opportunity to fill orders advantageously. But the fact that the salmon trade is not a single-shot operation but a continuing long-term procedure was not overlooked. For that reason packers were careful to withhold from export an ample supply of Sockeye salmon for the Canadian market, which has grown steadily in recent years and has become the most dependable of all outlets. Besides, there was the knowledge that in 1959 there may be a relatively short pack and the carryover from 1958 will be needed to meet requirements. There will be no Canadian imports of Japanese salmon next year, as there have been in the past couple of years owing to the scarcity of domestic supplies.

The high proportion of Sockeyes in the total B. C. salmon pack was one of the notable features of the fishery this year and it had special economic significance because of the consequent higher values. At October 11, B. C.'s Sockeye pack totaled 1,076,623 cases, a figure exceeded only in 1905, and by only 4,000 cases—a gap that isn't likely to be closed before the end of the year. The pack of all salmon this season in B. C. totaled 1,839,105 cases, and it is safe to assume that it will top 2,000,000 cases.

In only four other years has B. C. packed more than 2,000,000 cases—1926, 1928, 1930 and 1941. But in those years Sockeyes represented less than 20 per cent of the total pack and in most cases closer to 10 per cent. This year Sockeyes, as of October 11, represented more than 50 per cent of the total.

The Pink pack in B. C. stood at 455,450 cases; Chums at 167,966 cases; Coho at 117,033 cases.

Salmon Supply Short On American Side

American production of canned salmon fell short of expectations despite an unusually large catch of Alaskan Pinks and the heavy cycle of Sockeye. With a heavy concentration of gear and extended days' fishing south of the U. S.-Canadian border, American producers got at least an equal share of Sockeye from convention waters in the last-minute blowback from the mouth of the Fraser. At this writing, some Sockeye stragglers still were being caught on Puget Sound by gillnetters.

Sockeye production was held back by the continued decline of the species in Alaska and the Johnstone Strait diversion to the Canadian fleet.

Production of canned salmon from the other species certainly didn't bring the total pack up to one-time normals, but it was bigger than last year.

The Alaska Pink pack helped. This pack was way ahead of the immediately previous years in all three regions —Final pack figures from Bureau of Commercial Fisheries shows 62,236 cases for Western Alaska, highest since 1920; 818,063 for Central Alaska, highest since 1947 and almost half a million cases ahead of last year and 300,000 cases ahead of 1956; and 702,899 for Southeastern Alaska, highest since 1951 and about 200,000 cases above the average for the past four years there. This boosted the total Alaska salmon pack over 500,000 cases ahead of last year despite radical decline of Reds. Slightly more respectable showing of Cohoes and Kings helped, too. The Pinks were welcome with an off-cycle year in Washington.

Since the Sockeye season ended, a few Chums have been coming into Puget Sound from B. C., partly graded for fresh and frozen market, partly for canneries. As a guess, probably 72,000 cases, maybe less, of Canadian Chums have been packed on the American side.

On Puget Sound, Cohoes have all gone into the fresh and frozen market; practically none have been canned.

The Columbia River fall Chinook season has been a bust. Mild cure trade picked up everything suitable for its use; very little of the fall run has gone into cans. Inasmuch as the same situation applied on August fishing, a very acute shortage of choice and standard Chinooks exists.

One happy thought for the future where the Columbia River situation is concerned is that escapement was especially good. A late rainfall helped a run which came the day after closure.

Canneries Have Sardines — Still Not in Vast Volume

As the northern California sardine season advanced, early hopes that Monterey Bay would yield enough fish to herald a return to the "good old days" seemed dimmed, for most of the fish being brought to San Francisco and Monterey Bay canneries were being trucked in from Port Hueneme, Avila and Morro Bay.

Total California catch, the USFWS said, was 55,925 up to October 13, compared with 7305 last year. San Pedro-Long Beach landings accounted for 39,890 tons of the total.

As of Oct. 7, some 14,179 tons of fish had been processed at San Francisco and Monterey Bay plants, and it was estimated that only a relatively small portion of these fish had been caught in the Bay.

To Oct. 7 about 283,580 cases had been packed in the area.

Richard S. Croker, chief, marine resources, California Department of Fish and Game, said that during August (first month of the open season north of Pt. Arguello) Monterey Bay produced only 500 tons of sardines—better than the almost zero mark of the last decade, but a long way from the 37,000 tons in August, 1945, the last good year of the sardine fishery.

During the September dark, Mr. Croker pointed out, Monterey Bay itself had yielded little or no tonnage, and the processing plants in the area had to depend on the 200-400 tons per day trucked in from southern points. By contrast, in 1945 the September tonnage from Monterey waters alone reached a peak of 49,000 tons.

The tonnage figure to date—14,179, was little more than three days catch when sardines were plentiful in northern California.

New Roma, skippered by Nino Davi, and fishing for Santa Cruz Canning Co., Moss Landing, was high boat for the Monterey fleet. At the end of the September dark *New Roma* had harvested more than 1,300 tons of sardines, mostly caught north of Piedras Blancas.

Coincidental with the reduction in the price of fish to San Pedro fishermen, Monterey and San Francisco processors were paying the same per ton—$50. At the start of the season the price was $60.

Market Confused

Observers along California street said that the sardine market was confused. The market started with $9.25 for ovals, and $7.25 for talls, with canners later getting $8.75 for ovals and $6.75 for talls. Now, however, it is reported quotations are being made for $8 on ovals and $6 on talls.

When it was apparent that fish were going to be abundant, canners reduced their price. It is said that the price is now getting to a point where there is some interest from export markets, but Japanese and South African competition is still strong.

One Monterey canner told *Pacific Fisherman* that due to the high cost of fish and cannery labor, it cost about $8 to produce a case of ovals, while the export market was down to around $6. He said that the feeling along Cannery Row was that the price of fish should be about $40 per ton in order to enable the canners to compete with the Japanese and South African sardine canners in export markets. This canner said that U. S. canners will have to put up a better pack of fish and promote their pack in the domestic market.

Most canners were limiting their boats to 35-50 tons of fish per day. This was said to be due to (a) lack of experienced cannery workers who have drifted away during poor times, (b) the poor export market, and (c) plant obsolescence—some canneries have sold off part of their machinery.

Sebastian "Buster" Sollecito told *Pacific Fisherman* that he was going to spend $50,000 in 1959 on his Enterprise Packers plant. He is adding a 50-oz. line for anchovies, a fourth K&S tall can filling machine, and a fourth Continental Can Co. closing machine. Mr. Sollecito said he planned other improvements that had been postponed from past, poor years.

At Carmel Canning Co., Sal Ferrante said that he has changed all the oval pre-cookers to modern continuous type cookers.

Mr. Ferrante said that he felt that in a year or two there will be an abundance of fish in Monterey. He thinks that California canners will recapture all the markets they formerly had, but will have to do it under competitive conditions.

Joe Olivieri, president, Santa Cruz Canning Co., Moss Landing, stated that he was putting in a stickwater plant, with most of the equipment coming from the old Western Condensing plant in Monterey. Mr. Olivieri said that it will be a two stage evaporator system. Alva Gray, superintendent of Santa Cruz Canning Co., is doing the installation.

Mexican Catch Near Nil

A *Pacific Fisherman* reporter, seeking news in Ensenada, found that the canneries in that Mexican fish metropolis were suffering from a shortage of fish. Almost nothing has been caught in Southern waters for several months, and the big catches being made in more northern waters are out of range for the Ensenada boats. Sardines cannot stand the long haul from the U. S. Channel Islands to the Ensenada canneries.

There is, however, a drift to the south as the year advances, and Mexican seiners may begin to make good catches soon.

Southern California Receipts

	Albacore	Bluefin	Skipjack	Yellowfin	Bonito, etc.	Total
San Pedro	14,456	13,622	30,183	66,036	1,746	126,043
San Diego	5,639	1,876	25,571	21,624	404	55,114
Total 1958 through Oct. 11	20,095	15,498	55,967	93,532	2,150	190,045
Total 1957	32,810	9,557	45,588	79,256	50	167,261
Total 1956	22,523	5,750	51,995	91,218	49	171,535

Southern California Domestic Tuna Deliveries

Cumulative totals for 1958 through Oct. 11, in tons, as reported by U. S. Market News Service

	Albacore	Bluefin	Skipjack	Yellowfin	Bonito, etc.	Total
Clippers and Albacore Fleet	11,709	25	43,970	35,691	33	91,428
Purse Seiners	...	15,128	1,733	19,635	2,112	38,608
Total 1958 through Oct. 11	11,709	15,153	45,703	55,326	2,145	130,036
Total 1957	16,746	9,557	38,019	61,299	71	125,692
Total 1956	15,449	5,670	46,354	69,380	47	136,900

South African Men Visit

Peter Bestelink, plant superintendent, and Colwyn Sampson, plant engineer, Walvis Bay Canning Co., Walvis Bay, S. W. Africa, were visiting California sardine plants last month, accompanied by James R. Townsend, San Francisco fisheries consultant.

The visitors reported that the South African sardine and jack mackerel catch was about 525,000 tons this season, and the pack approximately 3,500,000 cases.

Make your next fishing trip worry-free —install an Exide now!

A size for every boat. New Exide Marine Batteries are available in 6, 8 and 12 v sizes, wet or dry charged.

You're really dependent on a battery when you're out on the water. And Exide is the battery you can have confidence in. Proven quality construction means more power. Patented Silvium grid alloys insure peak performance and extra long life. So your Exide is there when you need it—to start your engine, operate your lights, power your radio. Be *sure*. See your Exide marine dealer today.

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Industrial Harbor Development at Ensenada, photographed from the air by Juan Valera, port engineer. Note the fishing vessels at anchor; the fishing docks in the exact center; and the cannery of Industrial de Ensenada on the lagoon, whose filling has been completed since the photograph was taken.

ENSENADA

Mexico's Primary Fish Canning Port

● The port of Ensenada, Lower California, stands today at the head of the Mexican fish canning industry; and the immediate future holds promise of even greater progress.

The five Ensenada canneries use modern equipment and methods.

The product is of excellent quality.

Mexico's national consumption of canned fish is on the increase.

The Mexican Government, recognizing the importance of Ensenada, has launched a gigantic harbor development program to make Ensenada a first-class port.

Already finished are the breakwater, quays and storage areas. Work is proceeding to create industrial zones. including a zone for commercial fishing, where there will be shipyards, a fisheries school and other facilities for the benefit of the fishing industry.

The main products of Ensenada canneries are sardines and mackerel in various forms, and canned abalone is also of importance. Although this last is canned not in Ensenada but farther south, management of the canneries resides in Ensenada, and the abalone industry can be said to belong to that port.

Calling the Roll

● Largest and newest of the packing houses of Ensenada is Pesquera del Pacifico, located at El Sauzal, about 10 kilometers north of the city.

The plant is in existence today because of the energy and ingenuity of the management and personnel, who rebuilt it after the fire destroyed the former cannery late in 1956. In barely five months, with hardly any technical assistance, management and workers restored the establishment to the most modern standards.

The packing plant has a capacity of 300 tons per day of sardines and mackerel. Recently the first tuna canning equipment ever used in Ensenada was installed.

● Also under modernization is the La Peninsular plant, one of the two largest packers in Ensenada proper. This

firm's offices now occupy a new building of the latest architectural style, which not only makes for more efficient business operation but enhances the neighborhood in which it stands.

● One of the best-organized and tidiest plants is Empacadora Portena, where abalone, tomato sauce and lobsters are processed.

The various products are handled separately, abalone in one department, tomato sauce in another, and lobsters in a third.

Abalone as a raw material is harvested down the peninsula and transported to Ensenada by air, as are the lobsters.

● Now building in Ensenada is a business which will be unique in this hemisphere, Empacadora Galicia of Lower California, which will specialize in European-style products.

The organizers of Galicia are Spaniards, men of experience in the Old Country industry. Spanish machinery and procedures have been imported, and it has been determined that the varieties of anchovies, squid, clams, and other sea foods which inhabit Lower California waters are similar to their corresponding kinds in Spain. It is anticipated that comparable raw materials and superior processes will yield products which will be readily acceptable to the Mexican public.

● The Eensenada firm which specializes most in private-label packs is Empacadora de Baja California, whose line includes not only sardines and mackerel but tomato sauce and some vegetables.

● The oldest Ensenada firm is Industrial de Ensenada, established in 1935. The present plant was rebuilt in 1947, following a major fire.

Industrial de Ensenada is one of two sister plants; the other packing juices and other fruits and vegetable products.

● Progress of Ensenada's fisheries industries is owing in no small part to the energy and ability of its leaders, who are:

Guillermo Corral, manager of the Pesquera del Pacifico; Francisco Morales Jr. of the Portena; Esteban Skutsch of Peninsular; Ernesto Ruffo of Empacadora de Baja California; the Salazar brothers of Industrial de Ensenada; and Messrs. Paz Sieira of Galicia.

Las Industrias Pesqueras de Ensenada

● Hoy día el puerto de Ensenada, Baja Cfa., ocupa el primer puesto en la industria del empaque de pescado en Mexico y para el inmediato futuro se presentan aun mayores perspectivas de progreso.

Las cinco empresas empacadoras de Ensenada usan equipos y métodos modernos; el producto es de excelente calidad; el consumo nacional aumenta; y el Gobierno de la República, reconociendo la importancia de Ensenada, ha lanzado un gigantesco proyecto de obras marítimas para construir en Ensenada un puerto de primera clase.

Terminados ya están el rompeolas, muelles y patios de almacenaje. Siguen los trabajos que crearán luego zonas industriales, zona para pesca industrial, astilleros, escuela de pesca y demás facilidades al provecho de las industrias pesqueras.

Los principales productos de las empacadoras de Ensenada son sardinas y macarela en varias formas. De gran importancia también es el abulón en lata. Aunque este se elabora no en Ensenada mismo sino en plantas más al sur, las gerencias se radican en Ensenada y se puede decir que la industria del abulón pertenece al puerto de que aquí tratamos.

● La más grande y más nueva de las casas empacadoras de Ensenada es la Pesquera del Pacífico, situada en El Sauzal, a unos diez kilómetros al norte de la ciudad.

Dicha planta existe hoy en la forma en que la vemos porque con notable energía e ingenio la gerencia y personal de la planta misma lograron reconstruirla despues del desastroso incendio que razó la antigua planta a fines de 1956. En apenas cinco meses y casi sin ayuda técnica alguna, los gerentes y empleados restablecieron la planta en la forma más moderna.

La empacadora tiene capacidad de 300 toneladas diarias de sardinas y macarela. Ultimamente se ha lanzado el proyecto de empacar atún, armándose el primer equipo para dicho producto que jamás ha existido en Ensenada.

● En curso de modernización está actualmente la planta de La Peninsular, una de las dos mayores empacadoras de Ensenada mismo. Las oficinas de esta empresa ocupan ahora un edificio nuevo, del estilo más moderno, que no solo presta mayor eficiencia al negocio sino adorna el vecindario en que se encuentra.

● Una de las plantas mejor dispuestas y mas aseadas es la Empacadora Porteña donde se elaboran abulón, salsa de tomate y langosta.

Los diversos productos se elaboran aparte, el abulón en un departamento, tomate en otro y langosta en el tercero.

El abulón como materia prima se cosecha en el sur de la península y se transporta a Ensenada por avión, lo mismo que la langosta.

● Se está estableciendo ahora en Ensenada una empresa que resultará única en el hemisferio, la Empacadora Galicia de Baja California, dedicada a envasar productos al estilo europeo.

Los empresarios de la Galicia son españoles, hombres de experiencia en la industria de aquel país. Se han importado maquinaria y procedimientos españoles y según los gerentes se ha asegurado que las especies de anchovetas, calamares, almejas, etc. que habitan las aguas de Baja California son semejantes a las correspondientes de Europa. Se anticipa que con materiales iguales y procedimientos superiores se elaborarán productos que el público Mexicano aceptará con gusto.

● La empresa de Ensenada que más se dedica a envasar con etiqueta del comprador es la Empacadora de Baja California, cuya lista de productos comprende no solo sardinas y macarela sino salsa de tomate y algunas legumbres.

La más antigua de las empresas de Ensenada es la Industrial de Ensenada, establecida en 1935. La actual planta se reconstruyó en 1947, habiendo la antigua sufrido daños mayores a causa de un incendio.

La Industrial es una de dos empacadoras hermanas; en la otra se elaboran jugos y otros productos de frutas y verduras.

● El progreso de las industrias pesqueras de Ensenada se debe en gran parte a la energía y acierto de los principales gerentes, que son:

Sr. Guillermo Corral, gerente de la Pesquera del Pacífico; Sr. Francisco Morales Jr. de la Porteña; Sr. Esteban Skutsch de la Peninsular; Sr. Ernesto Ruffo de la Empacadora de Baja California; los hermanos Salazar de la Industrial de Ensenada; y los Sres. Paz Sieira de la Galicia.

EVEN the finest marine diesels need a check-up now and then, but with the B&W-ALPHA these occasions are rare. When they do arise it is the simplest matter possible to get at every part of the engine. Unusually large inspection ports are provided at every point where they can possibly be needed, and any part of the engine can be reached in minutes. No hours of work for costly stripping-down are needed, either at sea or in port, and the few spares which will ever be needed are quickly obtainable right here in the U. S.

B&W Alpha

These are rugged marine diesels built by the people who build the big diesels that power more than one-third of all the oceangoing motor vessels in the world . . . . . .

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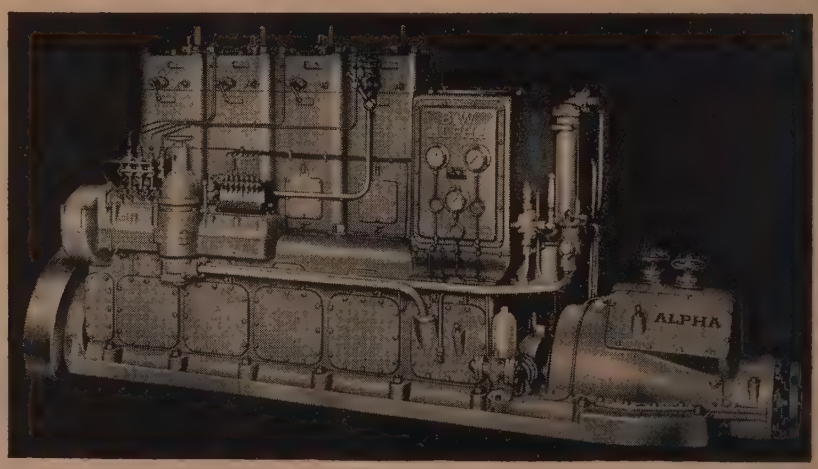
B&W Alpha



B&W-ALPHA 2-stroke valveless diesels from 100 to 1000 BHP at 450 to 310 rpm. Reverse gear, or controllable-pitch propeller or direct-reversible. Manual or hydraulic controls.

Modern Facilities for fishing vessels are provided in the shallow-draft section of Ensenada's new port development. These vessels are typical of the boats supplying the canneries at Mexico's front-ranking fish canning center.

MASSIVE PORT DEVELOPMENT

Project Stimulates Ensenada's Economy

● Ensenada, Baja California, today the leader in Mexico's canned fish industry, is on the threshold of even greater and more rapid progress in the years to come.

Ensenada's five canneries, equipped with modern machinery, are producing 1958 pack expected to exceed half a million cases.

The Mexican market for canned fish is growing, as Mexicans throughout the Republic gain a greater appreciation of canned fish as a high-protein, low-cost, delicious food.

The Mexican government, recognizing the importance of Ensenada and the Mexican Northwest in general, has under way a massive program for harbor development at Ensenada.

Scope of harbor construction was determined beforehand through careful economic studies which established the long-term needs of the area to be served by the port of Ensenada.

New Harbor Bewildering

● Within the past few years, harbor development has so changed the face of Ensenada that a returning visitor is lost even before he enters the town.

As part of the port project, a new approach highway has been built, and the visitor coming from Tijuana 70 miles north finds himself entering Ensenada through an entirely different part of the city. This was formerly an unfrequented interior valley. Now it has become a growing residential section.

A new breakwater nearly 5000' long has been built as the foundation of a new industrial and sport harbor for Ensenada. Sheltered by this breakwater, new land is being created by large-scale dredging and filling.

In the harbor plans, the new land is already apportioned in zones to contain the facilities that will make Ensenada a first-class port adequately serving its back-country area.

Completely Planned Facilities

● Already in operation as this is written is the first of the new harbor facilities, a filled area about 1300' by about 600', or 780,000 sq. ft. in area, comprising unloading docks for shallow-draft vessels, warehouses and black-topped open areas for open-air storage and material handling.

These facilities are being used by the growing fleet of clippers and seiners serving Ensenada's fish canneries.

Farther out toward the end of the breakwater is an area of about the same extent, where a deep-draught dock is in use. The corresponding warehouse and storage area is being filled in.

Clockwise around the wide arc of the harbor, in various stages of preparation, are the Industrial Zone No. 1, an ideal location for fish processing plants; a shipyard, already building mostly pleasure boats; an area for sport-fishing, with slips and a building; the Yacht Club, one of whose three slips is now in use; a location for the coast station of the national Department of Communications and Public Works; a Navy station; a fishery school, with its own slip; a public beach park; and ultimately the Industrial Zone No. 2.

The basic fill operations are in full swing, with mechanized earth-moving machinery on the job. As this was written, two shrinking lagoons remained to be filled.

● The harbor work is in charge of a young and dynamic engineer, Juan Valera, with the title Resident Manager of Marine Works. Mr. Valera was brought up in Northwestern Mexico, and knows the problems of the region, beyond his immediate task of building a harbor. He is a civilian, but his Mexico City superior, Hector Meixueiro Alexandres, is a Navy man, and the harbor construction is officially in charge of the Navy. Engineer Meixueiro is a kind of executive director of the Navy Department, under the cabinet Secretary. His title is Senior Officer in Charge of the Navy Office.

Better Communications Contribute

● Along with the harbor improvement, the highway connecting Ensenada with the border at Tiajuana has been greatly improved and is constantly undergoing relocation and widening to speed up truck travel to Ensenada's export gateway to the U. S.

Another highway, also improved, connects Ensenada with Mexicali and thence with the Mexican mainland east of the Gulf of California.

Air service plays a prominent part.

Service in Style is available to fishing vessels at Ensenada, where a Union Oil Co. tank truck drives up on the concrete-decked pier to fuel a modern Mexican purse seiner.

Until canneries were established nearer the abalone fisheries 200-300 miles down the peninsula, the bulk of the product was flown to Ensenada for canning. Some firms still follow this practice, not only with abalone but with lobster which is re-packed in Ensenada and shipped live, mostly to the U. S.

Community Progress Accelerated

● The growth of the fishing industry, and the development of the harbor, are parts of a heartening economic resurgence in Baja California as a whole.

Ten years ago Ensenada was a tiny seaside village with a single cannery, a single wooden pier and virtually no other industry.

Agriculture was limited to a small back-country area, and the product, except for tomatoes and wine, was no more than the community itself consumed. The city lived largely on tourist money from the United States.

Today the acreage under cultivation has expanded many times over. Population has doubled and re-doubled. New tracts have been opened up, and fine homes are going up on the heights commanding an inspiring view of the harbor.

A new agricultural industry—olive growing and oil pressing—has been created. The fish canning industry will no doubt use a good volume of oil—some canners are now using imported Spanish olive oil—particularly if tuna canning develops as anticipated.

Fish canning was Ensenada's first industry, and it is still the leader; but now it is a part of a much better balanced economy, to which it has contributed largely. It will continue to move ahead steadily, and make community prosperity as it advances.

Ensenada Enterprise Cans Fish in Spanish Manner

● When the plans of a group of Spanish fish processors are realized in full operation, Ensenada will boast the most unusual fish canning plant in the only Western Hemisphere plant producing European-style dried-and-canned marine products.

These plans are already well past the paper stage. As this is written, equipment is on the floor, a plant is in existence though not yet completed, test packs have been made, a lithographed can design has been perfected and cans procured. The head of the ambitious firm has made a swing through Mexico to scout the market and line up sales representatives.

The new firm, Empacadora Galicia de Baja California, S.A. (Galicia of Lower California Packing Co., Inc.—Galicia is a province in extreme northwestern Spain) has established a plant on the waterfront in Ensenada. It is headed by Antonio Paz Sieira, general manager, with his brother Manuel Paz Sieira in charge of the Ensenada plant. A technical expert, Teodoro G. Villalain, was more recently brought over from Spain to take charge as production manager.

All three executives have had years of experience in Spain, in European-style canning of anchovies and other fish, and many varieties of shellfish as well.

Top Quality the Aim

● Galicia de Ensenada plans to pack the highest quality products, comparable with the best importations available. Plans call for a comparatively small pack of each item, and for a rather long list of items. The firm has no intention of getting into the sardine-and-mackerel or the tuna business in competition with bigger enterprises.

Test packs have been made on California-caught, anchovies, sardines and other small fish, and further tests are being carried out on squid in its own ink, clams and mussels.

According to Antonio Paz Sieira, the varieties of fish obtainable in Mexican Pacific waters are comparable to those processed in Spain. The management reasons that by using comparable raw materials and improved methods, the plant will come up with a product to equal the European packs, and will be able to sell it in Mexican (and possibly later in the United States) at a competitive price.

Specialized European Equipment

● Special equipment never seen in conventional American plants is on the floor at the Galicia de Ensenada cannery.

The process calls for drying all fish before processing with olive oil and canning. This will be mostly a small-batch, closely-watched operation, beginning with careful selection of the fish.

A drying oven has been set up in the plant, and fish will be laid out in steel wire baskets 45 cm. by 48 cm. deep (about 18" by 19" by 1¼" deep). These wire baskets will be stacked in a rolling rack with shelves tilted toward the center so that any oil released in drying will flow down channels in the rack into a pan at the bottom. Loaded racks will be wheeled in and out of the oven.

The cook period, as estimated, will be 30 minutes more or less depending on the variety, quality and condition of the fish. When removed from the rack, the drying trays are designed to stack firmly and snugly, whether loaded with fish or empty. They can thus be held temporarily to keep production flowing smoothly.

A closing machine specially adapt-

able to lower production and frequent size changes has been imported from Spain. This is a Somme machine, made in Bilbao, Northern Spanish industrial center.

Edible Lubricant Employed

● The Somme machine can be converted from one size can to another by changing a simple plate, a matter of seconds. It is a light machine, semi-automatic in operation. A most unusual feature is that it uses edible oil for lubrication, so there is no risk of spoiling the product by oil dripping, and no great need of avoiding contact between lubricant and product.

In operation, the oil spilled from the product drips down a drain line to a pan at the bottom of the machine and is automatically pumped into the supply tank for filtering and re-circulation.

Besides the Somme closer, the plant has acquired two American Can Co. closers which have been used in test packs of standard oval sardines in tomato sauce and natural style. In the plant also are two hand closers, one made by Advance Machine Works, Inc., Brooklyn, and the other by a group of Spanish machinists in Mexico City.

Cans will be given the process cook in two standard horizontal retorts. Temperature and pressure controls are maintained by means of Foxboro instruments, and electrical controls are concentrated in a panel with Square D switches.

● For raw materials, Galicia will look to the seafood co-operatives and independent Mexican fishermen. All packs will be in olive oil, present plans calling for high-quality oil to be imported from Spain. Tomatoes for sauce are to come from Los Mochis, Sonora, on the Mexican mainland across the Gulf from Lower California.

Galicia has adopted a standard label design, which will be used as a family design for all products. The can is lithographed, the dominant color being light blue. The design for all products will be the same, but a white stripe is left blank, and in this stripe the name of the particular product will be imprinted as the pack is made. Cans have been procured from both American and Continental.

The brand name is Celta.

In full operation, the Galicia plant should be one of the most interesting, though not the biggest, in the business. Management has chosen a market that is not oversupplied by competing Western Hemisphere canners, one that should be reasonably free of price competition, and should develop a stable, though not gigantic, volume. Certainly management has set its sights high on quality.

La Peninsular cannery office in Ensenada is a new structure, immediately adjacent to the cannery, and typical of the contribution which the industry makes to this leading Mexican fish canning port.

Diversification Central Theme of La Peninsular

● La Peninsular is one of the two older and larger canneries in Ensenada, and is undergoing modernization and expansion.

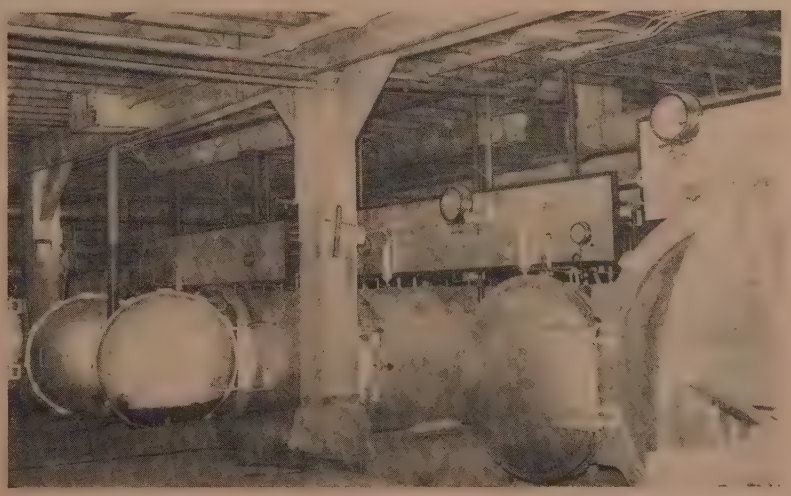
Packing sardines and mackerel in Ensenada, plus abalone down the peninsula, La Peninsular operates a diversified business, a wise policy in view of the current shortage of sardines and mackerel. When these fish are in unusually short supply, the cannery is able to keep its organization going by processing some abalone in the Ensenada plant, although it is more efficient to pack them at the downstate canneries near the abalone fishery.

As part of its modernization, La Peninsular has completed a new, modern, streamlined office building. A frame-and-stucco structure, the building is up to the latest fashions in industrial architecture. It encloses adequate space for the office and administrative staff to function efficiently.

● Not only is the new office building an asset to the cannery, but it is part of the almost complete reconstruction of this section of downtown Ensenada, the blocks grouped around the statue of Miguel Hidalgo, Mexican liberator.

The Hidalgo statue is a familiar landmark to thousands of tourists, but now it remains one of the few familiar sights in this rebuilt neighborhood, for most of the surrounding buildings are new, and the street itself has been resurfaced in smooth blacktop.

La Peninsular packs sardines in tomato sauce in oval cans, natural style in 1-lb. talls, 6-oz. and 8-oz; and mackerel in 1-lb. talls and halves, natural style.



Recording Thermometers and temperature controls guard the processing at La Peninsula cannery, Ensenada, insuring the adequacy and technical exactness of the cook in these modern retorts.

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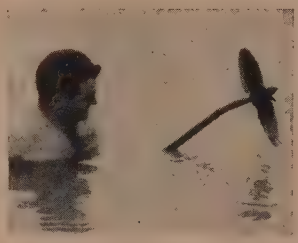
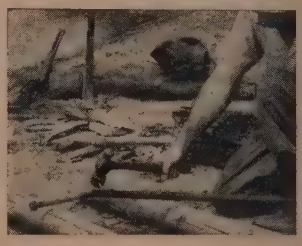
Jungle missionary straightens out shaft problem

Hazardous passage. There's no telling what Brother Dismas of the Maryknoll Fathers may run into on one of his frequent trips up and down uncharted, unpredictable waters deep in the jungles of Bolivia.

A dead *Tajibu,* or "vegetable iron" tree, for example. Its wood is so heavy the whole tree sinks and is cartwheeled along the bottom by swift currents. You can imagine what happens when a *Tajibu* tangles with this tiny boat's slender drive shaft — !



Man-eating Piranhas and alligators lurk in these jungle rivers, but Brother Dismas dives in and removes bronze propeller shaft, bent in collision with an unseen *Tajibu.* With nearest help several days' journey away, he has no alternative but to attempt an on-the-spot repair.



Riverside "shop" — The bent bronze shaft is first heated over an open fire, then placed on a log and hammered straight. This primitive repair job has to get him back to his base. "After a few experiences like this, I got a bright idea," says Brother Dismas. "I decided to try one of your Monel shafts."

"Monel shaft arrives"... and was I glad to see it. I've found that bronze shafts bend too easily in these rivers and steel shafts corrode and chew up bearings. We picked up our new Monel shaft in an ox cart at the airport and were underway with it in record time. Now we have . . .

"A Sturdy Shaft at Last!" For a better idea of how to get longer service from shafts, fuel and water tanks, fastenings and rigging—and a simple explanation of how corrosion can destroy marine equipment, write for "When Metals Go To Sea", The International Nickel Company, Inc., 67 Wall St., New York 5, N. Y.

INCO TRADE MARK

Monel...the Seagoin'* Metal

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Fish Pumped Uphill

Because of the changes being made in the harbor, La Peninsular unloads its fish in a rather unusual manner.

The cannery stands on a steep bluff above the water, and the fill for the future Industrial Fishing Zone of the new harbor facilities prevents boats from coming up to the unloading docks at the cannery itself. The boats therefore anchor out in the water, a few hundred feet from the receiving dock, and the fish are pumped through large-diameter rubber pipelines. The fish are pumped a considerable distance against gravity, so receiving is quite an operation.

Peninsular owns its own vessels, which are used for purposes other than fishing when needed. Mexican cannery boats often double as freighters, hauling abalone from the southern fishery, or supplies as needed.

● Although La Peninsular cannery is housed in a wood frame building no longer new, processing facilities and practices are essentially the same as used in any modern mackerel and sardine cannery. The fish are cut conventionally, moved on conveyors to the filling and closing stations, and cooked in conventional retorts in steel retort baskets.

The cannery operates six lines, three for oval sardines, two for one-pound talls and one for 6- and 8-oz. sizes. Closers are Continental, owned outright by the cannery. Labeling is done automatically on a Burt machine.

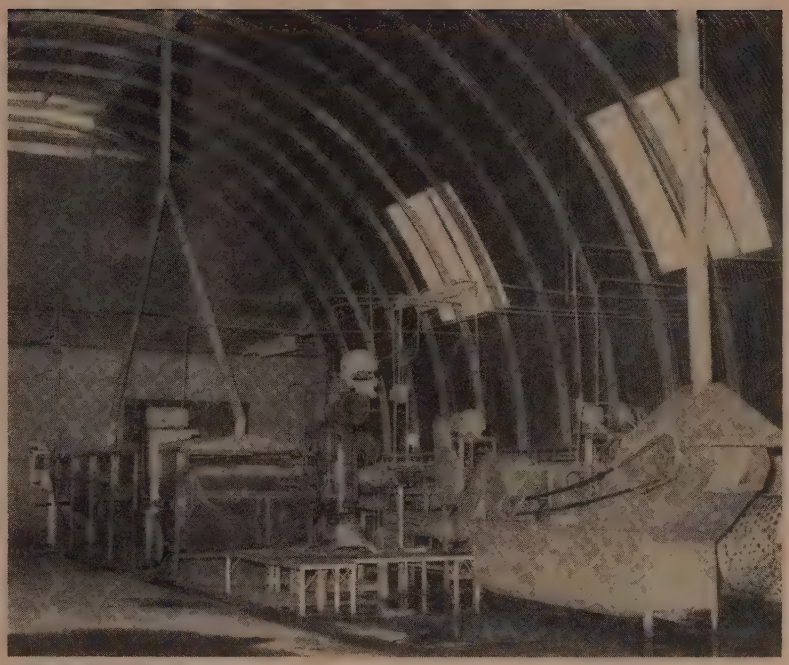
The plant maintains a well-equipped laboratory, and quality-control tests are carried out as thoroughly or more so than in most U. S. canneries. Besides testing the product itself, the lab runs analyses on water, on fish meal made from offal, and on can pressure.

Like its sister plant in El Sauzal, La Peninsular is owned by the General Rodriguez interests. Esteban Skutsch is general manager.

Sardines and Mackerel Are Short

● As this is written, the entire canning industry of Ensenada is suffering from a shortage of sardines and mackerel, its principal raw materials. La Peninsular's 1956 pack, according to Mr. Skutsch, was 179,071 cases of sardines and mackerel. In 1957 it shrank to 61,741. The 1958 pack shows signs of still further shrinkage, but Mr. Skutsch is watching carefully the reports of evidence of returning sardines, and he says, "We live in hope."

Meanwhile, he does everything possible to keep his crew busy. The plant accepts almost any boat-load of fish, however small, as long as it is up to standard, to give his people a few hours' work.



Modern Structures, Modern Methods are characteristic of fish canning at Ensenada, Mexico, where Empacadora Portena operates this finely-equipped abalone canning line in a plant also producing tomato sauce. The arched structure is of steel with concrete floor.

ABALONE and LOBSTER

Products of Empacadora Portena

● A small plant, but notably clean and well maintained in Ensenada is Empacadora Portena, SA de RLCV (Port Packers Ltd.), headed by Francisco Morales Jr.

Mr. Morales in the past has been manager of Pesquera del Pacifico, and also of the famous Santo Tomas, Lower California, vineyards and winery, which produce wines judged superior to many a French bottling. Mr. Morales is man with experience and ability in food processing.

La Portena is one of the two canneries that pack abalone in Ensenada, other producers being located down the peninsula, nearer the fisheries. Pottena also packs tomato sauce and lobster. The sauce, which is second in importance among the company's products, is packed mostly in five-gallon tins for commercial users; but a consumer pack is about to be introduced as this is written. The lobsters are cooked in Ensenada, then trucked to the United States under refrigeration in wooden boxes of 100 lbs. capacity.

The company is probably the youngest sea food packer in Ensenada in full operation, having been established in 1954. Its abalone pack in 1955 was 3,522 cases, in 1956 4,145 cases and in 1957 reached 6,700 cases.

Meticulous Housekeeping

● What impresses a visitor to the Morales plant is its immaculate appearance, reflecting the fact. Housed in a corrugated steel Quonset-type building, with glass-fibre panels in the ceiling, fluorescent lighting, and a concrete floor, the equipment is kept spotless. The retorts, which are set up under cover outside the main building, are kept painted black. The instrument panel, made in the shop, is equipped with Foxboro and Taylor instruments, every gauge clearly labeled, and the legends kept fresh by frequent repainting.

The capactiy of the plant is about six tons daily. The downstate abalone canneries pack from five to 20 tons per day.

Abalone Flown In

● Abalone is brought to Ensenada by air, in loads of three to six tons. This is rather costly transportation, at a freight rate of about 4c (U.S.) per lb., but it pays off in freshness and in dependable supply.

The first step in processing is to stir the abalone briefly in cold brine, in a

A Cat D375 Marine Engine provides propulsion power while two Cat D4600 Electric Sets supply auxiliary power for the *Marie Louise* operating out of San Diego. A tuna boat, the *Marie Louise* is 81′ long with a 19′6″ beam and 12′ draft.

"For economy, dependability and power...

this engine outclasses anything we've ever seen!"

The engine is a turbocharged Cat D375 Marine Engine . . . and the statement comes from Steve Zolezzi, captain and co-owner of the tuna boat, *Marie Louise,* operating out of San Diego, California. The 81′ *Marie Louise* is Cat-powered from stem to stern with the D375 supplying propulsion and two Cat D4600 Electric Sets providing auxiliary power. "We decided on Cat propulsion power because of the trouble-free service we got from our Cat D4600's," adds Skipper Zolezzi. "Our first trip, we never touched or looked at our D375. It ran so quiet, we tried to start it when it was already running!"

One reason for the famous smooth performance and ease of maintenance of Cat Marine Engines is their trouble-free fuel system. Fuel injection valves and pumps are interchangeable and entirely free from adjustment. And the easily replaced capsule valve with its single, large orifice, combined with the Caterpillar-designed precombustion chamber, gives foul-free performance when trolling or idling, and even with low-grade fuels.

These modern, heavy-duty Cat Marine Engines are available from 62 HP to 500 HP (continuous ratings), while Electric Sets are available from 30 KW to 350 KW (continuous). Let your nearby Caterpillar Dealer recommend the correct Cat power team for your boat. With Cat Marine Service shops all along the coast, your Cat Dealer will get you back on the job with service 'round the clock and parts you can trust.

Engine Division, Caterpillar Tractor Co., Peoria, Ill., U.S.A.

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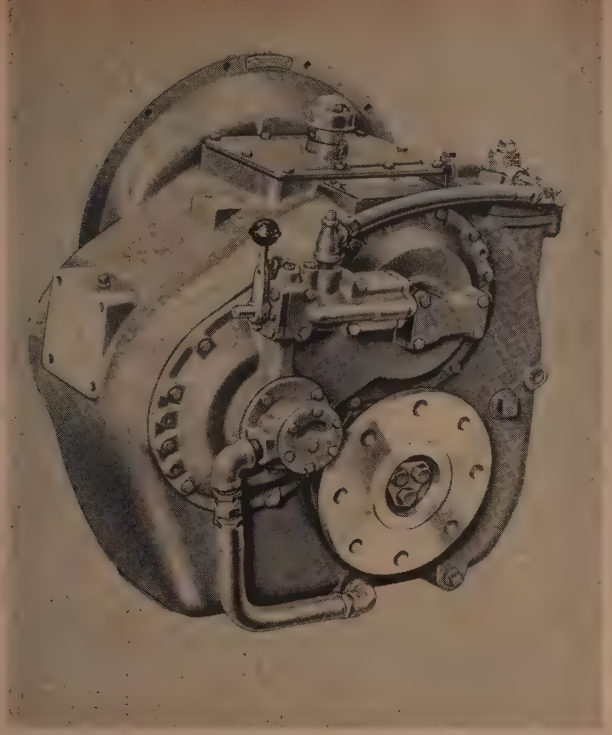
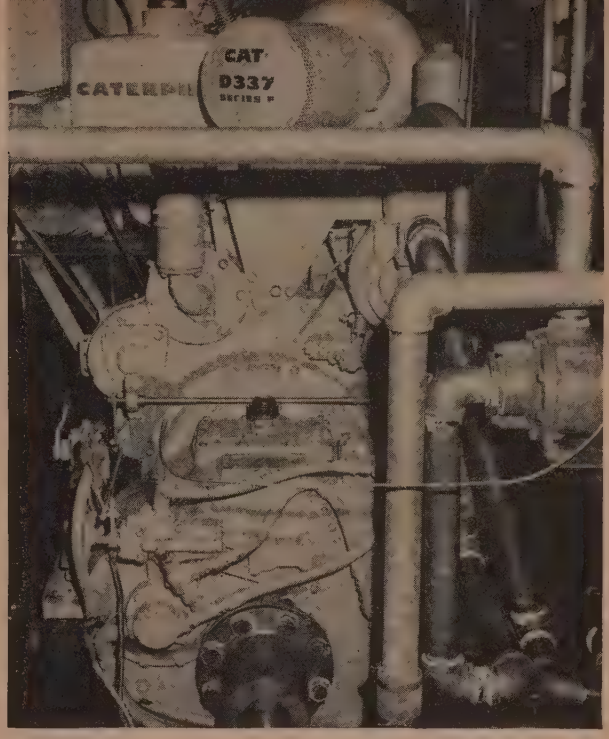


Marine Gear—Shown here is the marine reverse and reduction gear power-matched to the Cat D337 Series F Engine used to power the *Ketovia*, below (installation photo at right). Ratios available: 2:1, 3:1 and 4.4:1.



This Cat D337 Marine Engine provides propulsion power for the fishing boat *Ketovia*, operating out of Seattle. Owner Walter Osterback says: "Cat Engines are dependable and deliver their *rated* horsepower. Dealer service," he adds, "is excellent."

ENGINE POWER BY CATERPILLAR

A Cat D337 Marine Engine provides propulsion for the *Ketovia*. She is 63′ long with 17′2″ beam and 7′8″ draft. The modern, heavy-duty D337 drives the 54″ x 41½″ wheel to 10 knots.

Mr. Walter Osterback, owner of Caterpillar Diesel D337 Marine Engine providing propulsion power for the fishing boat *Ketovia*, operating out of Seattle, Washington. Skipper Osterback says: "I find my Cat D337 dependable. And believe me it really delivers its rated horsepower."

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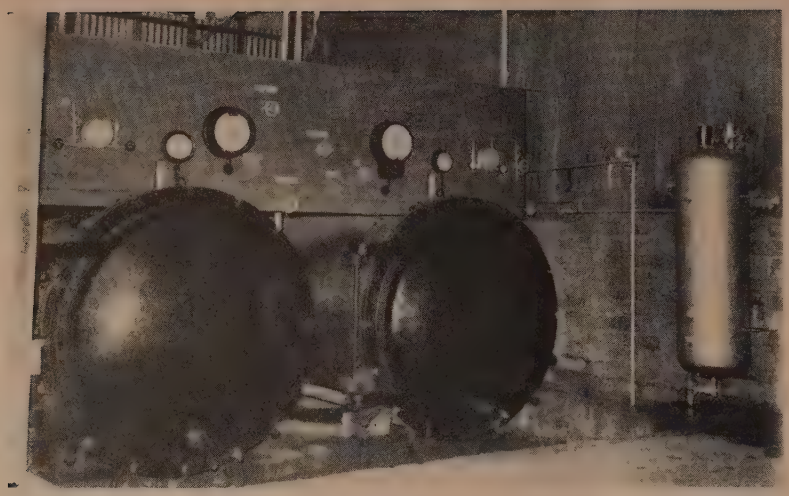


Instrumented Retorts at Empacadora Portena cannery, Ensenada, are located in a separate structure adjoining the arched steel cannery building proper. Temperatures are automatically recorded; and steam, air and water lines are precisely controlled.

preparation room separate from the canning department. Brining is done in large wooden tanks. Abalones then are cleaned, trimmed, slightly beaten if necessary, depending on the character of the material in process.

Moved in wire baskets to the canning room, the whole abalone is filled into 1-lb. tall cans by hand, then passed through conventional exhaust boxes and the cans closed by Continental Panama seamers. The plant operates three of these lines. Closed cans are cooked in the two four-basket retorts.

Virtually the entire product is trucked to San Diego, where out-of-Mexico sales have been handled by Marine Products Co.

Private Label Packing

● The firm packs not only under its own brand, *Porteno,* but also for private label owners. Almost the entire pack is sold in the Orient, shipped from Los Angeles Harbor; but a small percentage is consumed in Mexico. There are differences in the requirements of the two markets, Mr. Morales explains. Cans for Mexico must be packed at a higher vacuum because of the high altitude at which the greater part of Mexicans live (Mexico City is about 7500' above sea level). Orientals like a harder abalone.

Abalone, now the leading product of the plant, was not its first. Operations began in 1954 with tomato sauce, and abalone was added the following year.

Mechanized Tomato Sauce Line

● Tomato sauce, of which the plant packed about 1,300 five-gallon tins last year, is produced with almost complete mechanization. Plant capacity is about 20 tons per eight-hour day.

The raw product, which all comes from the ranches surrounding Ensenada, is placed in a receiving bin, and rises from the bin to the sorting tables on an elevator conveyor. Sorting is done by hand.

The tomatoes are steamed and pulped in an Indiana pulper, after which they are pumped by a Waukesha pump to a cooking kettle mounted on the exterior of the building.

After cooking, the sauce is pumped back to the canning room and given a final screening in an Indiana machine. Still hot, the sauce is raised to a steam-jacketed stainless steel kettle from which it is filled into the tins.

● The consumer pack being introduced will be mostly in eight-ounce cans, which will be automatically closed by a Continental Panama seamer.

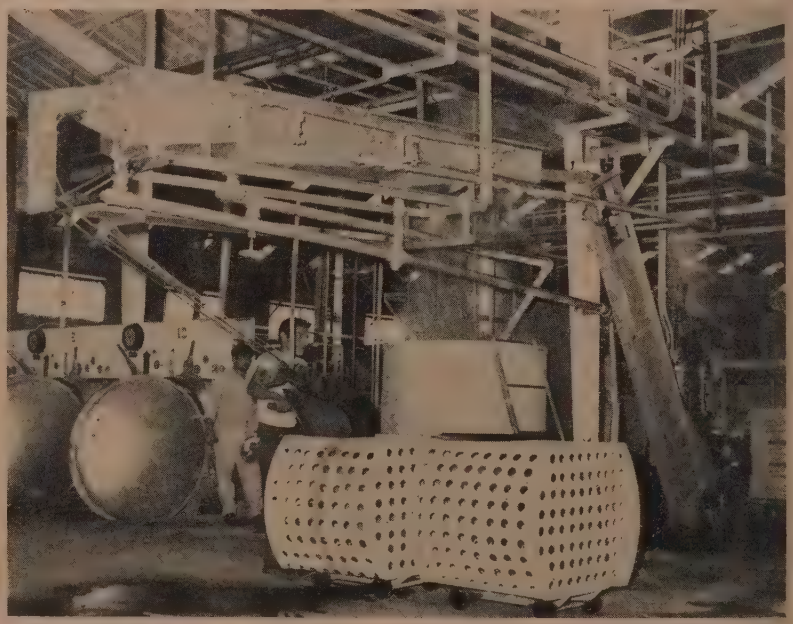
The tomato season in the Ensenada region runs from June to December, with the heaviest activity in August and September. Steam heat and pressure for the entire plant is supplied by a 150-hp. boiler.

In normal operation, the Portena plant in Ensenada employs about 60 people. In the management of the enterprise, Mr. Morales is aided by his two sons. Like many Ensenada canners, he is a man of diversified interests. Besides the cannery he owns a hotel and other properties. The Portena office is in downtown Ensenada; and the packing plant is in the industrial section of the town.

An Air-Age Town

● Although Ensenada was first settled in 1877, its real growth belongs entirely in the motor-air age. Ensenada has never had a street-car, never had a railroad. She grew overnight from the *carreta* to the age of trucks, automobiles, highways and airplanes—always excepting her sea traffic, which from the earliest times has been of prime importance to the community.

Executives of Ensenada canneries who have connections down the peninsula use airplanes as casually as most people do automobiles. They hop between Ensenada and the downstate fisheries and plants on the shortest notice, or on no notice at all.



Washing and Processing of the filled tuna cans takes place here in the El Sausal cannery. The three-stage can-washing equipment overhead is of the Van Camp type. Note the modern instrumented retorts at the left.

Largest Mexican Fish Cannery is that of Pesquera del Pacifico at El Saual, near Ensenada. Note the modern steel buildings and the pier and flume by which sardines and mackerel are flumed to the plant. This structure was completed in 1958, following a fire which destroyed the original plant.

PESQUERA del PACIFICO

Mexico's Ranking Fish Cannery

● Probably the biggest, and certainly the newest, fish cannery in Mexico is Pesquera del Pacifico—Pacific Fishery— at El Sauzal, about six miles north of Ensenada, Lower California.

A thoroughly up-to-date plant, Pesquera del Pacifico generally follows the same production and management methods of most United States sardine and mackerel canneries of similar capacity. On the other hand, because Mexican laws, customs and conditions are in some respects so radically different, the Sauzal plant faces some problems that are entirely outside the ken of canneries in the United States.

● The present plant, which has a capacity of 300 tons per eight-hour day in mackerel and sardines, is a standing monument to the energy and resourcefulness of the management and workers.

One of the oldest in Mexico, the original cannery burned to the ground on December 2, 1957. By May, 1958, a month ahead of schedule, new buildings had been built, new equipment installed, and the plant was canning fish.

The whole job was accomplished by cannery workers under the direction of company management, including the erection of Butler steel buildings, which were installed by cannery personnel under the direction of Ruben Corral, a structural engineer of Ensenada.

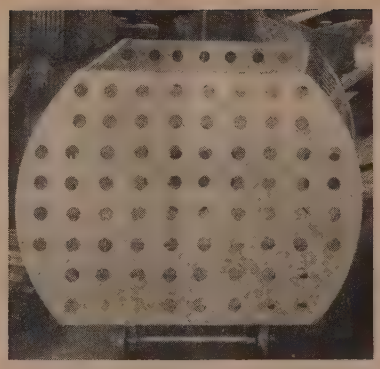
In Mexico, expert factory servicemen are few, and their visits far between. Most maintenance is done by cannery workers, trained primarily by experience. In the case of Pesquera del Pacifico, cannery crew and management built the plant almost from the ground up.

A Self-Contained Community

● Pesquera del Pacifico and its workers are a community in themselves, far enough from Ensenada to be separate from it. The cannery is the chief reason—until very recently the only reason —for the existence of the village.

Under Mexican law, this detached location imposes a special requirement. Because the plant is outside the "fundo legal" or official limits of a municipality, management must provide homes for the workers and their families, and primary schools for their children. Cannery management does this, and also provides a secondary or high school. So among the employee classifications at El Sauzal are not only plant and office help, but school-teachers as well.

Willow Grove—That's what El Sausal means, and some of the willows which give this Lower California cannery town its name appear to the left of the modern office of Pesquera del Pacifico, Mexico's largest fish canning enterprise.



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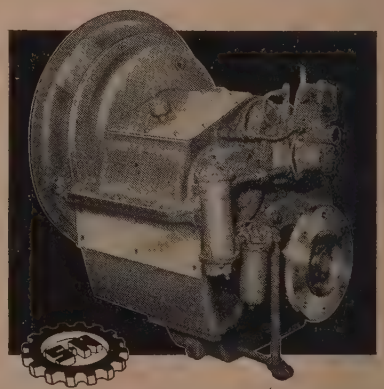

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Cannery Owns Fleet

● Like most Mexican fish canneries, Pesquera del Pacifico operates its own boats, the skippers and crewmen being employees on the payroll. The fleet numbers 13 boats, including three California-built clippers and three purse seiners purchased within recent months.

The plant is a unit in the far-flung industrial and agricultural empire built up over the years by the General Abelardo Rodriguez interests. Juan Rodriguez, son of the General, is manager of the Sauzal cannery, while the allied abalone cannery on Cedros Island, off the Baja California coast about 250 miles south of Ensenada, is managed by Guillermo Corral. Mr. Corral formerly managed both plants, but the expansion of both ends of the business made it necessary to share management responsibilities. Ernesto Moreno is plant manager at El Sauzal. Sales of the cannery's products outside Mexico are handled by Marine Products Co. of San Diego, Calif.

New Tuna Line Operating

● Management is at the moment in the midst of a new project: Canning and marketing tuna from El Sauzal.

Canned tuna is a comparatively new product to Mexican housewives, for no great quantity has ever been offered them up to this time. While it has many points in its favor—high quality, fine flavor, easy to serve—it is also higher priced. So before undertaking to install a full-scale line, market surveys were made. The pilot line was put in when initial research proved encouraging.

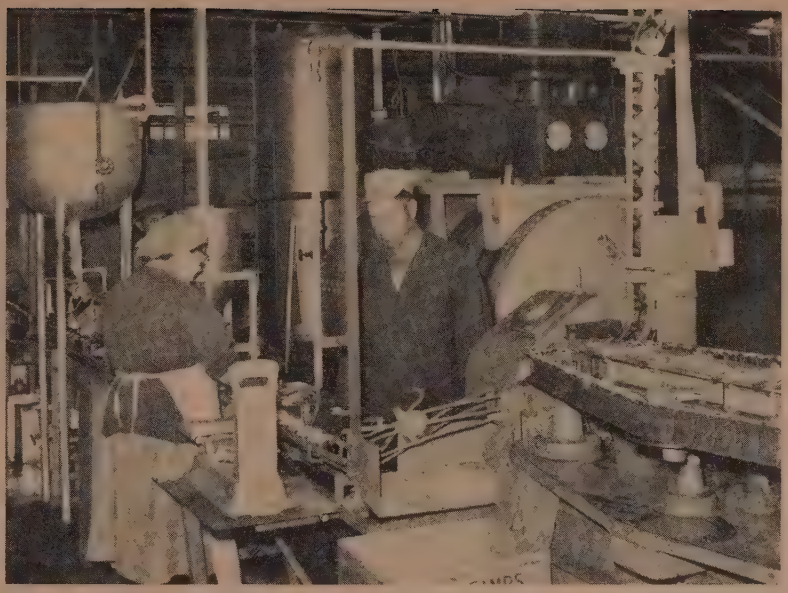
● As in any tuna cannery, incoming fish are pre-cooked conventionally, then moved on rolling trays to the preparation lines. The fish are hand-cleaned by conventional methods on continuous stainless steel tables with 92 positions. Cans are automatically filled through a Carruthers Pak-Shaper and salted.

Cans are automatically delivered to the filling stations by a gravity system from overhead storage, and are sealed on two Continental steamers. Labels are produced in Tijana by Litografica y Comercial de Baja California.

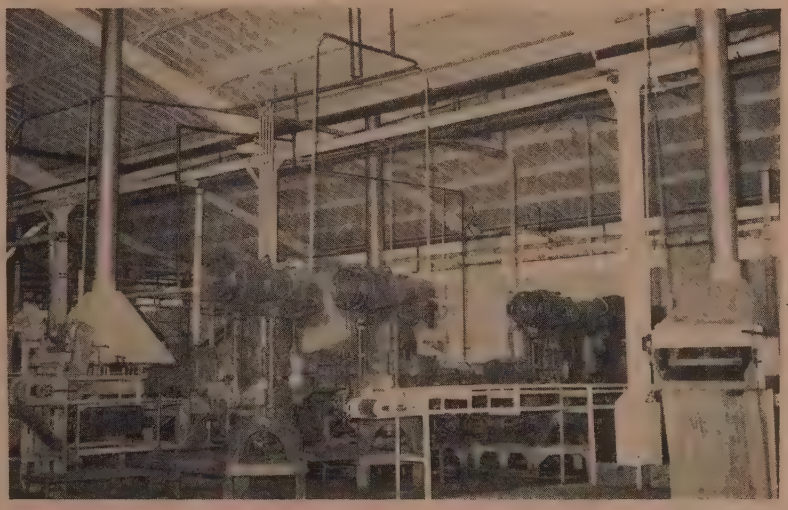
Olive-Oil Pack

● Differing from standard U. S. practice, the oil used in Pesquera del Pacifico tuna is sesame oil produced in Mexico.

Here, however, may be a new opportunity for Ensenada's fish canning industry to contribute to the general prosperity of the region. The newest agricultural industry in the district is olive culture and oil pressing. Trees



Carruthers Pak-Shaper on the right provides precision filling for the tuna cans in the El Sauzal cannery, where practice follows the California system in all respects save that olive oil is used in the cans in place of refined salad oil.

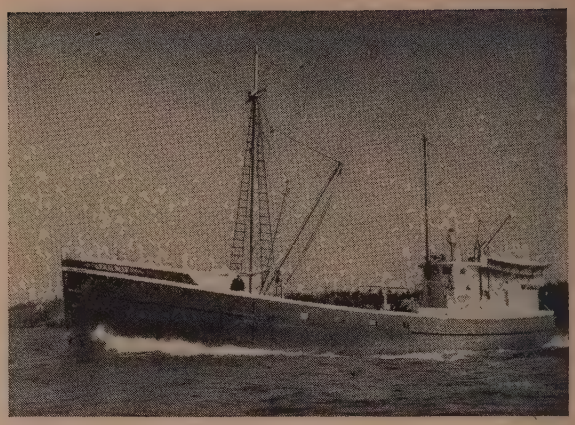


Can Closing end of the sardine and mackerel lines at El Sauzal, showing the modern Continental seamers responsible for this work. Including the tuna lines, not shown here, there are 11 Continental can-closing machines in the plant. Note the modern steel cannery building.

Modern Operations are manifest throughout the Pesquera del Pacifico cannery, as evidenced by this Burt labelling machine and the box-nailing machine on the right, where the wooden cases for shipment to the Orient are made up. Save for goods for the Far East, canned fish is shipped in fiber cases.

Tobin Bronze Shafts chosen for rugged fishing duty

One of the largest and most ruggedly constructed scallop draggers ever built for the New Bedford fleet was recently completed by Harvey F. Gamage, Shipbuilder, of South Bristol, Me. The 93-foot *Geraldine* is designed and built to fish in almost any weather. Power from her 480-hp diesel is transmitted by a big 5½-inch Tobin Bronze shaft. A duplicate sister ship, *Sandra Jane*, was launched this Spring. It, too, has a 5½-inch Tobin Bronze shaft.



GERALDINE is a full-bodied boat with a round stern, is 93 feet over-all, has a tonnage of 136 gross, 93 net.

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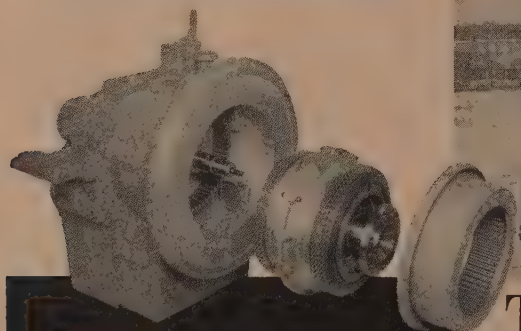

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planted a few years ago are just now coming into bearing. As the olive-oil supply increases and as the tuna market develops, the new Ensenada industries may team up for mutual profit and the general good.

Already the Ensenada tomato crop is largely used by the canneries for sardine and tomato sauce packs, and sauce production and storage are an important part of cannery operation.

According to Mr. Corral, the first season's pack of tuna is to be about 20,000 to 25,000 cases. The Mexican demand for mackerel and sardines is good, he reports, and the prospect for canned tuna is hopeful.

Similar, Yet Different

● Housed in modern steel buildings, with concrete floors within and blacktop paving in the open areas, Pesquera del Pacifico from the outside looks a good deal like the usual American cannery. Yet there are striking differences brought about by the Mexican landscape in which the cannery stands.

El Sauzal (meaning The Willow Grove) is on the Ensenada-Tijuana highway, the plant buildings grouped between the road and the water's edge. A driveway, tree-shaded, leads to the offices and administration building, which is a high-ceilinged, roomy, cool structure.

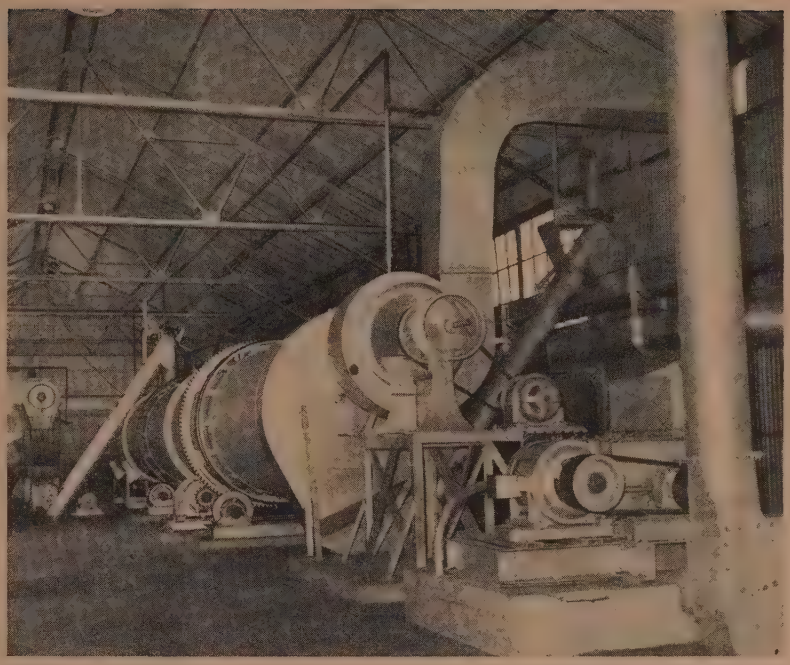
The production buildings are laid out to provide for straight-line production from fish delivery at the water to shipping out the front gate.

A long wooden pier extends from the shore into the wide bay. Shallow-draft vessels can unload at the pier, but larger clippers and seiners usually dock at the new quays in Ensenada, from where the fish is trucked to El Sauzal.

El Sauzal is Modern

● At the end of the pier are complete facilities for unloading boats. Fish are flumed in water from the pier head into the cannery. Both Jack and Pacific mackerel are canned. Mexican law makes no distinction between the varieties in labeling, so both are called *macarela*. Sardines are canned in tomato sauce, in mustard and "natural" in their own oil. The plant packs a quantity of sardines in oval cans, in tomato sauce and mustard, for one of the United States leading canners, under the buyer's label, after packing the quantities needed for its own Mexican market.

Inside the cannery procedures are quite conventional, the equal of any modern American cannery. The fish are automatically cut on conventional equipment, held in special bins, and moved to the lines as required. The conveying system is fully flexible, so that fish can be routed to the proper line automatically and smoothly.



Model Reduction Plant handles the cannery waste of the El Sausal operation of Pesquera del Pacifico. The big dryer was manufactured by Standard Steel, Los Angeles, and the cooker-press unit by California Press Manufacturing Co., San Francisco. Note the smooth concrete floor and the fireproof, clean, well-ventilated steel industrial building.

Can sizes are oval for sardines, six-ounce, eight-ounce, one-pound tall, and seven-ounce tuna. Pesquera del Pacifico operates 11 new Continental closing machines. Exhaust boxes, all conveyor lines and supporting steelwork were built and installed by the cannery crew.

Filled cans, moved in Standard Steel retort baskets, are cooked in a battery of 10 retorts, built by Atlas Welding & Manufacturing Co. of Long Beach, Calif., and Standard Steel Corporation of Los Angeles, whose products are in canneries throughout the West. Temperature and pressure are measured by Foxboro instruments.

Reduction Plant

● Adjacent to the plant, Pesquera del Pacifico operates a reduction plant, producing meal of guaranteed 57% protein content, but actually containing 67%, according to the reduction plant foreman.

The dryer for the reduction plant was built by Standard Steel Corporation of Los Angeles, and the press unit by California Press Manufacturing Co. of San Francisco. Oil, as well as meal, is recovered from offal at El Sauzal, and the stickwater is shipped to Ensenada to a solubles plant in the city. Reduction products are under constant laboratory test for quality control.

The Abalone Business

The allied abalone plant, officially named Pesquera Isla de Cedros (Cedar Island Fishery) is managed by Mr. Corral from offices in Ensenada. The present plant has a capacity of about 100 tons a day, but a new plant under construction will be able to produce 250 tons a day.

Abalone is fished and canned on the island, then brought by water to El Sauzal for labeling, casing and distribution.

The principal market for canned abalone being the Orient, cans are shipped in steel-bound wooden cases. With the equipment set up on a straight line, bright cans are labeled on a Burt machine, cased in wooden boxes made on the premises from shook, then bound with steel tape on an Acme Steel Co. machine.

The Cedros plant also has in connection a complete reduction plant for processing offal.

An Up-to-Date Layout

In general layout, the Sauzal plant is notably up to date. It is designed for straight-line production, with no doubling back, and minimum lost motion. Can handling systems are automatic, with gravity delivery to the filling machines. Fork-lift trucks are used, materials handled and stored on pallets. Efficient communication is effected by means of a plant intercom system with loud-speaker paging stations throughout the site. There is adequate space inside and out, for efficient operations and for the expansion that seems certain to come as the plant and its markets grow.

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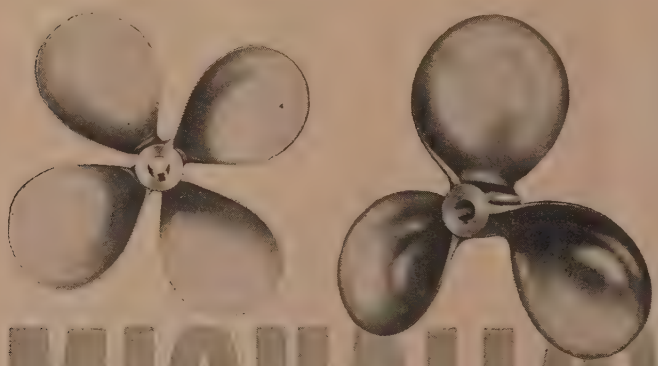

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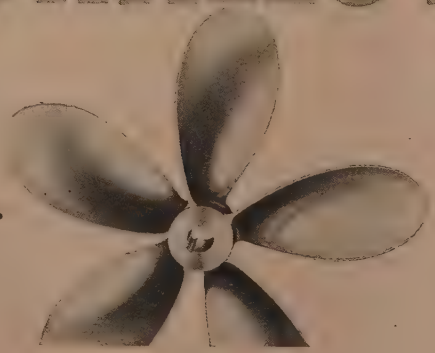

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Industrial de Ensenada, photographed from the edge of the fill which since has extended to the plant, one of the landmarks of Ensenada. Originally on the waterfront of the bay, the cannery is now some distance back from the fishing boat haven which is a primary element in Ensenada's notable harbor development.

A Landmark of Ensenada

● A landmark of old Ensenada, familiar to thousands of tourists, and still possibly the biggest packing plant in the town itself, is Industrial de Ensenada.

Ten years ago or more, the Industrial plant stood on the Ensenada pier, at the very point where the road, making the bend around the shoulder of the cliff, approached the town, where the incoming traveler got his first view of Ensenada. The cannery was a prominent part of the vista.

Now the plant stands in about the same location as before, but the location itself has changed, and the road no longer approaches the city by that route. The old plant, established in 1935, burned down in 1947, and in that year and the following it was rebuilt and expanded.

Its present location, and the harbor work going on right under the foundations of the plant buildings, creates an unloading problem, which Industrial de Ensenada, like the neighboring Peninsular plant, has solved with ingenuity and effectiveness.

Fish Pumped to Plant

● Harbor development plans call for an extensive fill, which is making a wide area of dry land where small boats formerly could come up to the cannery and unload direct. The nearest navigable water is now several hundred feet from the unloading point.

The solution for this is pumping the fish from the boat, anchored at a distance, to the plant. This is done through a 10" line, and the fish reach the processing lines in perfectly satisfactory shape after the pumping operation.

The plant, which operates standard equipment in conventional processes, packs sardines, Pacific and Jack mackerel, and abalone. It also packs anchovies, which are not handled by most of the other Ensenada plants in any great quantity. Out of 11 American Can closers operated by the plant, three are on anchovy lines, so the anchovy pack is a factor in total output. The leading product, however, is sardines in tomato sauce, in one-pound oval cans.

The anchovies are packed in square cans, the abalone in 1-lb. talls. Mackerel is packed in 1-lb. and ½-lb. talls.

Plant Owns Boats

● Industrial de Ensenada owns four boats, which bring in the bulk of its raw materials. After conventional processing, cans are cooked in nine retorts, six basket capacity, instrumented with Foxboro gauges calibrated to both Fahrenheit and Centigrade scale. Distribution in the United States is handled by American Export Co. and Jacobs, Malcolm & Burtt, both of San Francisco.

Industrial de Ensenada is a twin organization, operating a large vegetable packing plant in the interior of Ensenada. Here the firm packs approximately 150 tons a day of tomatoes, chile products, vegetable and fruit juices.

The firm is owned by the Salazar brothers, Victor Salazar being in charge as general manager. The Salazar brothers are men of variegated interests. The firm's brand, *Del Mar,* is also the name of the oldest bungalow court in Ensenada, Del Mar Cottages, which is only one of the hostelries owned by the Salazars. At least two other Ensenada hotels are owned either partially or wholly by the pioneer fish canners of Ensenada.

Mexico's Co-ops Differ From U. S. Pattern

● In procuring raw material, Mexican processors of sea food, but not fish, have a factor to deal with that is totally unknown to their United States counterparts: the fishermen's co-operatives.

Mexican co-operatives are different from those in the United States. Under Mexican law, the development of certain specified natural resources (shell-fish among them) is reserved exclusively to the producers' co-operatives. Only a member of a co-operative has a right to catch shell-fish commercially in Mexican waters.

These are grass-roots organizations, made up of and led by the fishermen themselves. Obviously, some of the co-operatives are not as familiar as they might be with mechanical equipment and methods, and not as aware of the importance of maintaining gear in good working condition.

It has happened that one packer, willing to turn over the entire problem of production to the abalone divers, sold all equipment to one of the co-operatives. Between fishing seasons, however, the co-op allowed the gear to get out of repair or even disappear, so when the season came around again, the divers were back asking the canner to provide equipment.

After this experience, packers retain control of the gear, and rent it to the co-ops. One this basis, canners don't complain too seriously, although sometimes it is said that the co-ops are hard to get started fishing.

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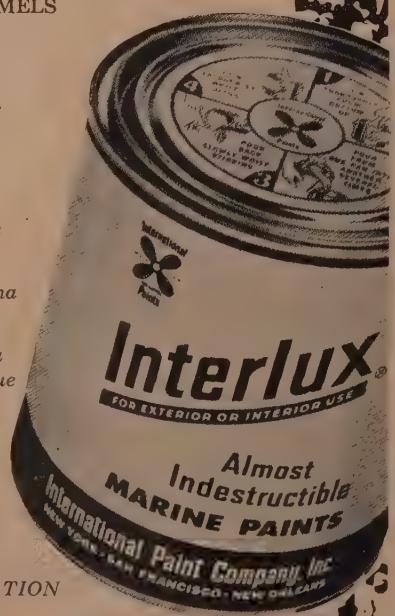

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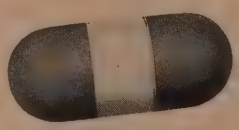
says Jack Sabel of Camaronera Del Carmen, Campeche, Camp., Mexico

"For quite a while now," Mr. Sabel explains, "we've heard a lot about Shepherd Plastic Floats and been impressed by the statements made on them by other users in the ads in "Fish Boat". Because of these fine reports, we have ordered our first shipment, confident that we are getting a superior product."



SHEPHERD Plastic Floats feature bulkhead construction for greater strength. They are lightweight, extra buoyant and will not deform under pressure.

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ORIGINATORS OF PLASTIC FLOATS FOR COMMERCIAL FISHING

Products of Ensenada district fish and shellfish canneries:

Dolores brand, represented by the lithographed can at extreme left, belongs to Industrial de Ensenada, oldest of the Ensenada plants; the **DeGala** brand, which comprises a full list of abalone products, is here represented by a can of abalone pieces in **escabeche,** a flavorful Mexican tomato-and-vegetable sauce. The packer is Empacadora de Baja California. Same packer produced the can of **SeaMex** abalone for a private label owner. **Portena** abalone and tomato sauce is the product of Empacadora Portena. The **Celta** oval lithographed can (center) is the standard oval container of Empacadora Galicia de Baja California. The **Calmex** large oval can is a sample of a large-volume good quality pack produced by Pesquera del Pacifico, El Sauzal; **Economia** is another Pesquera del Pacifico brand. The **Del Mar** brand, like **Dolores,** is a product of Industrial de Ensenada.

Smaller Plant Specializes in Private-Label Packs

● The fish cannery in Ensenada that specializes in private-label packing, and goes after private-label business most aggressively, is Empacadora de Baja California, managed by Ernesto Ruffo.

Although Empacadora de Baja California (Lower California Packers) has its own *De Gala* brand, which enjoys quite thorough distribution in the local Ensenada market, all the company's production at the present time is going into private-label channels.

Two San Francisco distributors account for the whole of the volume: American Export Co., brand-name *New Moon;* and Jacobs, Malcolm & Burtt, brand names *Sea Siren* and *Sea Maiden.*

The bulk of Empacadora de Baja California's pack is abalone, mostly in No. 1 talls. Packing is done in the downstate abalone plant at Bahia Asuncion, about 300 sea miles from Ensenada, and the bright cans are brought by sea to Ensenada for labeling and casing. This sea haul is by the company's own boat, which is also used for fishing.

As is the case with almost all abalone canned in Ensenada, almost the whole production goes to the Orient, an insignificant amount being consumed in Mexico.

Sardines Packed in Ensenada

● While the main part of Empacadora de Baja California's product is abalone, the plant does pack some sardines in Ensenada. This is not an important item with the firm, but Mr. Ruffo explains that he keeps the equipment going when possible to provide employment for Ensenada workers.

Equipment in the Ensenada packing plant is on a small scale, but is kept in efficient working order. Two Continental Can Co. closers are operated, the sizes packed being ovals and No. 1 talls. Labeling is done by hand, using litho labels supplied by Litografica y Comercial de Baja California, Tijuana.

The oval pack is sardines in tomato sauce, the No. 1 tall for natural-style saridnes.

Raw product comes from independent fishermen working out of Ensenada harbor. This little industry is operated on a scale that American packers would consider almost marginal, but in Mexico it shakes down to a routine that makes it as stable as the run of fish permits. The independent fishermen fish for sardines during the good months, and the cannery takes their product and provides seasonal work for its workers. In the quiet months, when sardines are not running, the independent fishermen turn to the sportfishing business, the cannery suspends seasonally, and as many workers as possible are kept on the job on maintenance, labeling, or packing other products in the company's line.

There is no legal closed season on sardines in Mexico, but the sardines themselves effect a closed season by disappearing during the Spring and Summer months. No Ensenada fisherman in his right mind would invest time and effort in the hopeless search for sardines during the months when the fish are elsewhere.

The Ensenada plant has a capacity of 50 tons a day in sardines, and the company occupies two warehouses in the town. The packing plant is housed in a standard industrial building, to which a modern stucco office building has been added.

A Nine-Year-Old Business

● Empacadora de Baja California, a limited-liability corporation under Mexican law, was established in 1949 by Mr. Ruffo. Beside abalone and sardines, the company packs clams, tomato sauce, solid-pack tomatoes, catsup, beans, green beans and peas.

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...with

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"LOCKNOT" SALMON GILL NETTING

This gill netting has no rival with its unique reputation for profitable salmon fishing and long-lasting service. Available in both nylon and linen, it is precision made, scientifically right . . . manufactured in keeping with standards that are a reason why the use of Pauls Netting has been a tradition handed down from father to son through generations of fishermen. Other products include:

PAULS NETTING:

Double Knot Salmon Gill Netting (linen or nylon)
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PAULS SEINE TWINES:

Salmon Mending Twine in Nylon or Linen
Cotton Seine Twine — Nylon Seine Twine
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NETSET NET PRESERVATIVE

FREE ARK FLOAT—

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PACIFIC COAST REPRESENTATIVES

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OLSEN JOHNS SHIP CHANDLERS
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ALFRED PUUSTI & CO.
238-240 West Marine Drive, Astoria, Ore.

NOISE ISN'T HORSEPOWER, EITHER

We recently pointed out that the 'paper horsepower' figures all too many people are using nowadays are very confusing to boat owners (and automobile owners, too). A '48 Chris Craft owner was aboard our Cat Turbo D315 powered Angelina* at the Vancouver Yacht Club the other day. He wanted diesels—but pointed out that he just couldn't fit-in the 300 diesel horsepower he needed. On questioning him, I found that he was burning 14 gallons per hour in two gasoline engines—a total of about 140 real horsepower. Two of the new little D311H Turbo Cat Diesels will fit right in—duplicate his performance, and increase his range 50% with the same tanks.

Cat diesels have long been favorites of the commercial fisherman—who demand and get **real** horsepower, long life and the ability to burn cheap, safe **real diesel fuel** (not kerosene). Trouble is—the Caterpillar Tractor Co. believes in **honest** horsepower and you have to **double** our continuous ratings for comparison with most other engines.

Some people think NOISE is horsepower. Some diesels need 'paddle wheel' super-chargers. When running within 1/4 mile of these engines in the quiet '**Angelina**', I hear their blowers whine.

While some people think noise is horsepower, your boat doesn't. Actually, exhaust noise is **wasted** horsepower, which the Cat Turbo so quietly puts to work. Most 2-cycle engines are noisy (including outboards) unless heavily muffled because there just isn't enough time in 2 cycles to permit maximum conversion of burning fuel into horsepower. These new Cat Diesel Turbos solve the problem neatly—ample time for an efficient power cycle, and an efficient turbine to convert exhaust heat and noise into "bonus horsepower". That's why you should call Dan Palmiter or Bill Poole (RAymond 3-7191) and talk about repowering with the Cat Turbo.

*Incidentally—Angelina, weight 60,000#, 48' x 13'6" x 6', averaged about 8.5 knots enroute Los Angeles to Canada, using 70 real horsepower to turn her 42" propeller, and burning 4.2 gallons of #2 diesel per hour —plus 2 quarts of oil for the entire trip.

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FOOD FISH MARKETING

News and Views of National Trade in Fish and Shellfish

Section of PACIFIC FISHERMAN — November, 1958

Salmon Market Healthy

Liberalized British import policy continues to make news in the salmon market. The British duty on salmon is 5%; the American duty is 15%, and this differential will channel most of the Japanese Red pack to the British market at more favorable prices than would be obtained in the U. S. Japanese have sold a considerable quantity of Pink halves and a limited quantity of Pink talls to Great Britain, too. In the United States there is not nearly as much Japanese Pink salmon contracted-for as last year.

The U. S. market has been very active with lower prices prevailing in Pink and Chum salmon than a year ago. At these price levels there's less inclination to make deals, price concessions, than a year ago. In other words, the market seems to be in a very stable position.

On Sockeye halves the bulk of the pack is sold or committed as far as independent packers are concerned. What is unsold is being held by packers who have brand advertising and promotion programs to support. Since the last issue, price on Puget Sound Sockeye halves has advanced $1.00 a case, with probable future advances after the turn of the year.

On Alaska Red talls, some export business was done to Great Britain, and while the U. S. volume of this business wasn't large it did cut into the short supplies available from this year's peak. The movement of Red talls has been much better than expected. If this continues so, Great Britain will look to the U. S. for larger quantities of Red talls than at any time since prior to World War II, placing additional pressure on the domestic market.

California Imports of Frozen Tuna

Cumulative data in tons for 1958 through Oct. 11, and for other years to the nearest comparable date. Data from U. S. Market News Service.

	Albacore	Skipjack	Yellowfin	Unclassified	Total
San Francisco	2,339	213	5,872		8,424
San Pedro	8,544	6,198	28,888	125	43,755
San Diego	306	522	2,766	225	3,819
Total to Oct. 11	11,189	6,933	37,526	350	55,998
1957	15,973	9,272	18,448	615	44,308
1956	7,073	6,212	24,116	81	37,482

Legislator Counsels Fish Men

Southern California fresh-fish brokers and wholesalers, seeking the most effective ways to go about promoting a marketing order for fish and shellfish, last month got an earful of straight-from-the-shoulder advice from a real expert on legislative matters, Assemblyman Lee Backstrand of Riverside, chairman of the State Legislature's Agriculture Committee.

He counseled fish men not to look upon a marketing act as a law guaranteeing profits to them, but rather as a way of improving the quality of their product and selling it to the consumer on a quality basis. He quoted the examples of other industry organizations like Sunkist Growers (citrus) and Calavo Growers (avacadoes) which have become known as suppliers of nothing but quality merchandise, and have succeeded as such.

He stressed that legislators need facts to work from, and assured the fish men that anybody who has facts to communicate will find legislators available and eager to listen.

Mr. Backstrand also urged the fish men to get started on their proposed legislation as soon as possible, and have it in good shape to present, with all of the possible questions answered, by the time the Legislature convenes in January. He reminded his hearers that it takes time to pass legislation.

The meeting with Mr. Backstrand was sponsored by the Southern California Fisheries Assn., and was the association's regular monthly gathering. A. R. Lantz, newly-elected president, held the gavel.

Reward of Service: Frank Tsuchiya, right, immediate past president of Southern California Fisheries Assn., receives gavel from President A. R. Lantz.

Besides hearing the Assemblyman, the fish men discussed the recent Fish and Seafood Parade promotion at some length. Ray Lemoi, president of the statewide California Fisheries Council, which is actively promoting the marketing act, urged everyone present to join the Council and take part in its highly important work.

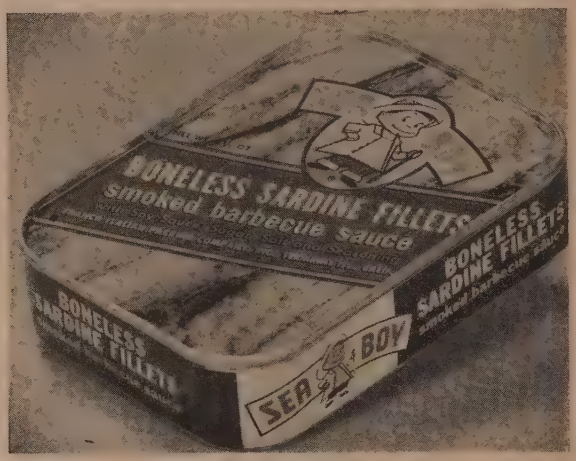
Frank Tsuchiya, immediate past president, was honored with the gift of a ceremonial gavel, Mr. Lantz making the presentation on behalf of the members.

Fortune Fisheries Dissolves Partnership

Robert O. Cole, for many years a partner with Jack Williamson in Fortune Fisheries, San Francisco seafood brokerage house, has severed his connection with that firm, and has opened his own offices at 260 California St., San Francisco.

Mr. Cole represents San Juan Fishing & Packing Co. frozen and fresh fish; Chauvin shrimps, Westhaven crab, Morro Bay and Four Crabs Abalone, and imported seafoods.

Mr. Williamson is now sole owner of Fortune Fisheries, which continues to be located at 1051 Battery St., San Francisco, and has been joined by his son Jerry.



All-Aluminum Can, for "Sea Boy" boneless sardine fillets packed in barbecue sauce, said to be first of its kind to be used by U. S. processed food industry. Canner is Franco-Italian Packing Company, Terminal Island, California.

Sardines First U. S. Food Canned in Aluminum

The first United States processed food to be put in an aluminum can will be sardines packed by Franco-Italian Packing Co. of Terminal Island, Calif. under the brand Sea Boy. The announcement was made last month by American Can Co. and confirmed by Franco-Italian.

The can, which will go on the supermarket shelves about next January, will be a rectangular round-cornered container 4½ in. by 3¾ in. by 1⅛ in. tall, with a capacity of 6½ ozs.

It will be an attractive can, with good display possibilities, according to Joseph Mardesich, president of Franco-Italian. It will have a lithographed top paper side label, and will be overwrapped in cellophane. The side labels will be full color.

Mr. Mardesich cited a number of advantages that led him to adopt the revolutionary new aluminum container after experiments that began years ago.

"We are quite optimistic over the future of this new type of package," Mr. Mardesich told *Pacific Fisherman*. "We feel we are serving the American housewife by giving her a can that is easier to handle, lighter in weight, easier to open and more attractive to the eye. Aluminum is noncorrosive, and the customer will be able to keep her sardines longer in the original can.

"Going into aluminum means a higher can cost at the moment, but the trend in aluminum prices is down, and we feel that before too long, the cost factor will be equalized.

"In the plant, we had to do a good deal of renovating and rearranging our processes. Aluminum is a light-weight metal, and some of our gravity equipment had to be modified to handle the lighter metal. We also had to make changes in our closing machines. In short, we had to do a fairly complete renovating in our processing.

"In the whole project, we had the full co-operation of the American Can Co., which was of course extremely helpful."

The new aluminum cans are supplied by American Can, and are drawn on die-presses from .102-gauge aluminum blocks cut from sheets produced by Kaiser Aluminum & Chemical Corp.

Quality
Pink Salmon
KELLEY-CLARKE CO.
2460 6th Ave. S.
Seattle 4, Washington

Crest Importing Co. Opens L. A. Office

Jack W. Willis, president of Crest Importing Company, San Diego, California, announced the opening of Crest Brokerage Company, Inc.,, 418 South Central Avenue, Los Angeles, October 1, 1958. This company will represent producers of Mexican shrimp, Australian lobster tails, and other seafood products, under the Crest, Mark, Compass and Cruise brands. The new office is under the direction of Al Larson and Rod Skinn.

Seattle Market

Market prices currently quoted at presstime by Pacific Northwest brokers and cannery sales department, cases of 48 tins, unless otherwise specified, good quality, as reported by the U. S. Bureau of Commercial Fisheries, Market News Service.

Items and Packages	Per Case
Puget Sound	
Sockeye, halves	$20 -22
Sockeye, quarters	12.50-13
Sockeye, flats	34
Alaska	
Red, talls	33 -35
Red, halves	19 -21
Red, 4-lbs. (12)	34
Pink, talls	21 -22.50
Pink, halves	13 -14
Pink, 4-lbs. (12)	24
Coho, talls	27 -28
Coho, halves	15.50-16.50
Coho, 4-lbs. (12)	29 -30
Chum, summer, tall	17
Chum, fall, tall	16 -16.50
Chum, summer, halves	10.50-11.50
Chum, fall, halves	10
Chum, 4-lbs. (12)	18
Columbia River	
Blueback, halves	21.50-23
Chinook, ½ oval (12)	14
Fancy, halves	25 -26
Fancy, quarters	13.75-14.50
Choice, halves	17
Choice, quarters	9.75
Silver, halves	16 -17
Silver, quarters	9.75-10
Tuna, Northwest Pack—	
Albacore, fcy., 7 oz.	14.25-15
Yellowfin, chunk, 6½ oz.	10 -10.75
Tuna, Featured Pack—	
Albacore, fcy., 7 oz.	14.85-16.25
Albacore, fcy., 3½ oz.	8.50- 9.65
Albacore, chunk, 6½ oz.	10.50-13
Albacore, chunk, 3 oz.	6.50- 8
Lightmeat, fcy., 7 oz.	14.25
Lightmeat, fcy., 3½ oz.	8.70
Lightmeat, chunk, 6½ oz.	12.50
Lightmeat, chunk, 3 oz.	7.65
Canned Crab—	
Dungeness, 24, 6½ oz.	11.50
King, 48, 7½ oz., fcy.	29
King, 24, 15 oz., fcy.	26.50
King, 24, 7½ oz., fcy.	14.60
Northwest Shrimp—	
Wet Pack, 24, 6½ oz.	8

How Retailer Can Be Made Responsible for Quality of Frozen Steaks

NFI members and Bureau of Fisheries employees look over a sampling of salmon and halibut steaks in frozen, thawed, and cooked state.

● You can catch the best fish, process it carefully, then send it down the distribution and retail chain, but what will the housewife see when she picks up her fish in the dealer's showcase? And who is responsible for what she doesn't like?

National Fisheries Institute members, 67 of them from Region 5, had an opportunity in Seattle October 15 to get a housewife's-eye view of fishery products as picked up in dealer showcases. They watched frozen halibut steaks being graded in a pilot operation at the Bureau of Commercial Fisheries Laboratory there, the same testing procedure (see photo) which can be established at processing points.

After the cutting they attended the last in a series of official Bureau of Commercial Fisheries hearings on proposed halibut steak standards. John Powell, Chief Inspector from Washington, D.C., presided over the hearing assisted by John Dassow from the Seattle laboratory, and told the members that the new halibut steak standard could be published in the Federal Register about November 15 and that the standards might be in effect by mid-February.

With the standards in effect, a processor could outfit a laboratory to be manned by a trained federal inspector who would give products a U.S. Grade of "A," "B," or "Substandard" which would fix responsibility on the distribution and dealer chain to maintain quality after shipment. It would, it is said, give the processor legal protection against improper storage and handling which are not his fault. A side-benefit of the inspector's in-plant service would be that he could advise for better quality control.

Similar inspection plants are now in operation in the Gulf and other areas for breaded shrimp and fish stick plants, Powell reported. The government would bill the processor for the inspector's services, but he would be a government employee exercising his duties with greater effect than any industry-employed watchdog whose judgment wouldn't have legal effect.

● Establishment of U.S. grades could have far-reaching effect in expanding market for frozen halibut steaks and other products. Even more skeptical observers at the hearings have considered it a step in the right direction.

The NFI members earlier that day attended morning and luncheon meetings at the Edmund Meany Hotel organized by Palmer Olson, vice-president of Region V, and featuring an address by NFI President L. Vernon Drape. Following the luncheon they went to a cutting of East and West Coast fishery products in great variety at the Bureau of Fisheries Laboratory, followed by the halibut cutting and the hearing. The program was organized by E. A. Rutherford, chairman of the NFI Quality Committee.

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Snapped at the first meeting of the California Fisheries Council: Sam DeLucca, State Fish Co., San Pedro, Region 4 vice-president, NFI; Raymond Lemoi, Rayola Co., Los Angeles, president, CFC; Lloyd Turnacliff, Meredith Fish Co., Sacramento, vice-president; and Bart A. Ghio, Bart A. Ghio Co., Los Angeles, secretary-treasurer.

New California Fisheries Council Proposes State Marketing Act

The first meeting of the united California fish industry under the newly formed California Fisheries Council last month in San Francisco adopted unanimously the idea of presenting to the state legislature a state marketing act for the fish industry.

Purpose of the act would be to promote the sale of seafoods in the state. Money would be raised by assessments at the wholesale level. If the act is passed by the legislature a council would be recommended by the fishing industry itself to direct the spending of the money raised. Policing of the act would be done by the state, and a state director would be appointed (by the act). Assessments can be on a dollar volume or poundage basis.

It was decided by the group that a four-man committee would be appointed by the president of the council, Raymond Lemoi, Rayola Co., Los Angeles, two men from the southern part of the state and two from the north, to meet with the state departments most concerned. Proposed language for the act would be drawn up and the draft would be submitted to the entire membership of the council for approval.

Other work undertaken by the council at its San Francisco meeting was the presentation for approval of positive legislation for the welfare of the fish industry, for introduction at the January 1959 session of the legislature.

Lloyd Turnacliff, Meredith Fish Co., Sacramento, was appointed chairman, and Ron Dearden, Dearden Fish Co., Long Beach, co-chairman of the legislative, weights and measures, and conservation committee of the council.

Tod Ghio, Star Fisheries of San Diego, was appointed chairman of the membership committee; Albert Castagnola, Castagnola Bros., Santa Barbara, social and entertainment; Nick Delaney, Delaney Bros. Seafood, Newport Beach, and Bart A. Ghio, Bart A. Ghio Co., Los Angeles, advertising and publicity co-chairmen; and Lionel Shatz, A. Paladini, Inc., San Francisco, finance.

A National Fisheries Institute regional meeting was held in conjunction with the CFC meeting. Vernon Drape, Ell Vee Dee Co., New Bedford, Mass., president of the NFI, reported on the current work of the institute and the progress that has been made. Charles E. Jackson, general manager, NFI, reported on the success of Fish 'n Seafood Week, and described plans for the same event in 1959.

Harris Magnuson, chief, technology division, NFI, spoke on the progress of standards for frozen halibut steaks and haddock. Another speaker was John Powell, chief, quality standards division, U.S. Bureau of Commercial Fisheries.

Aldo Cassaretto, Cassaretto & Koulouris, Los Angeles, chairman of the board of directors, NFI, and Sam DeLucca, State Fish Co., San Pedro, Region 4 vice-president, NFI, presided.

An afternoon was devoted to a golf tournament which was won by Frank Tsuchiya, Pacific California Fish Co.

Purposes of the newly formed California Fisheries Council are to promote the development, preservation, operation and maintenance and general welfare of the California fishing industry.

Besides Mr. Lemoi, who heads the group, Lloyd Turnacliff, Meredith Fish Co., Sacramento, is vice-president, and Bart Ghio, secretary-treasurer.

On the board of directors are: Mario Alioto, F. Alioto Fish Co., and R. T. Barnes, Standard Fisheries, Inc., both of San Francisco; Albert Castagnola, Castagnola Bros., Santa Barbara; B. A. Clancey, Veterans Fisheries, Santa Barbara; Ron Dearden, Dearden Fish Co., Long Beach; Nick Delaney, Delaney Bros. Seafood, Newport Beach; Frank DeLucca, Santa Monica Seafood Co.; Tod Ghio; Raymond Lemoi; Kenneth Sato, Consolidated Factors, Monterey; Lionel Shatz, A. Paladini, Inc.; Budd Thomas, Hunter & Foland Fish Co., Fields Landing (Eureka); Frank Tsuchiya; Lloyd Turnacliff, Meredith Fish Co., and Vince Vitalich, Catalina Fish Co., San Pedro.

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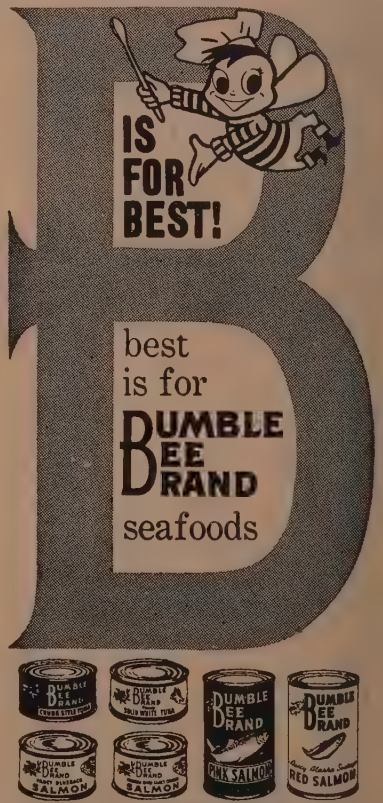

Columbia River Packers Association, Inc.
Astoria, Oregon

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Granted, our illustration shows you *something* about its strength; your distributor waits, right now, to tell you all about it. If he's not in, write Wire Rope Division, John A. Roebling's Sons Corporation, Trenton 2, New Jersey.

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NOV. 28 THRU DEC. 7

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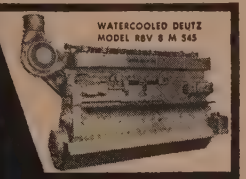

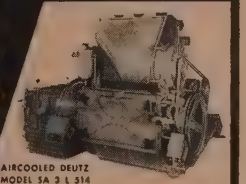

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DEUTZ AIRCOOLED DIESELS from 7-200 BHP in 1, 2, 3, 4, 6, and V 8 and V 12 cylinder models.

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☐ under 600 RPM

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NAME_____

ADDRESS_____ CITY_____ ZONE____ STATE_____

J. Rodriguez Hurt In Plane Crash

Juan Rodriguez, general manager of Pesquera del Pacifico cannery at El Sauzal, near Ensenada, was seriously injured in an airplane crash in the sea off Rosarito Beach, about 50 miles north of Ensenada, last month.

Mr. Rodriguez, who took over management of the plant only last August 1, was in a plane which crashed into the ocean. He was able to swim ashore, but was immediately rushed to a San Diego hospital, where his condition was pronounced serious.

He is the son of Gen. Abelardo Rodriguez, who has extensive fishery and other interests in Ensenada and in Sonora across the Gulf of California. Gen. Rodriguez, now retired, was at various times President of Mexico, Governor of Sonora, and Governor of the Northern District of Baja California.

Dogfish Study Starts

Whether to reduce the dogfish shark population by bounty or buyers or both —or some other method—will be the aim of a three-man committee recently named by the Bureau of Commercial Fisheries at Seattle. They will assemble and review all available information on the dogfish problem. Recent Congressional act gives them a budget of $95,000 per year for four years to "prosecute investigations of the abundance and distribution of dogfish sharks," and for "experiments to develop control measures and a vigorous program for the elimination and eradication or development of economic uses of dogfish shark population."

The new service will welcome any information from fishermen and industry sources; it is to submit a report to Washington, D.C., by early December that will include complete history of the problem and concrete proposals toward reducing stocks.

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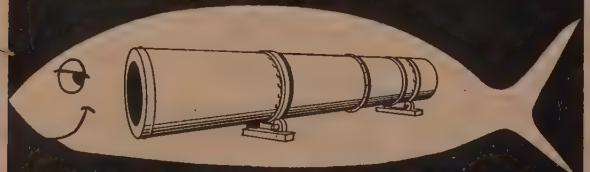

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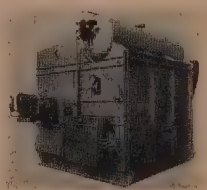

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"Salute to the Sockeye" a B. C. Centennial Event

British Columbia, celebrating its centennial year, paid tribute to one of its major sources of wealth and historic lore when it "saluted" the Sockeye on the Fraser River in mid-October.

The salute was planned to focus attention on the Sockeye run and emphasize the fishery's significance in the province's over-all economy. Most of the activity took place in the Chase-Squilaux area, the principal areas of settlement in the Shuswap Lake-Adams River section of the Fraser system, the spawning grounds for this season's great Sockeye run.

Representatives of the Canadian and B. C. governments, fisheries officials, members of the International Pacific Salmon Fisheries Commission and staff, company executives, commercial fishermen, community leaders, businessmen and thousands of "general public" attended the ceremonies and exhibitions. The program was planned so as to encourage maximum participation by the residents of the region directly concerned, and emphasis was given to the Indians whose everyday life has been so closely associated with the Sockeye since before the days of recorded history.

Few of B. C.'s centennial events put as much stress on educational features as did the Salute to the Sockeye. The fisheries people—fishermen, packers, government officials—knew they had an interesting story to tell and they tried to tell it in a way that would impress those of all ages with the value of the Sockeye resource. Many thousands of words describing the event were published in magazines and newspapers, and radio and television carried the Sockeye's message into countless homes in Canada and the U. S.

Automobile parties converged on the Adams River area and a nine-car special train carried a large number from Vancouver and Puget Sound points, the train being organized by Harold G. Haggart and E. Gordon Shafer for the Fisheries Association of B. C. Originally planned for the weekend of October 11-13, the celebration was extended over a much longer period because of the delayed arrival of the Sockeye at Adams River. This provided an opportunity for far more people to attend than would otherwise have been possible. The official opening took place as originally scheduled, with Minister of Lands and Forests Ray Williston officiating, and a banquet addressed by Federal Fisheries Minister Angus MacLean, Senator Thomas Reid, chairman of the Sockeye Commission, and others. With exhibits, a seafood cooking display, film showings and a series of addresses on various phases of the salmon resource, Salute to the Sockeye provided in concentrated and popular form the most extensive indoctrination into the significance of salmon that has probably ever been attempted.

Commemorating the event the International Pacific Salmon Fisheries Commission published and widely distributed a handsomely illustrated 28-page booklet telling the story of the Sockeye. "It is most appropriate," the author pointed out, "that in this year of the province's centennial, the biggest of the Fraser's runs should return to the Adams River, reminding us of our obligation to preserve this immense natural heritage and resource for the future.

"It is the responsibility of the Commission to see that this Sockeye story never ends. If the Fraser River is dammed, present knowledge tells us that the Sockeye are doomed, and an important source of excellent seafood is gone forever. There is every reason to believe that if the river is kept free of obstruction and pollution, if proper escapement is allowed and former runs to barren streams are restored, then Sockeye production will climb.

A general committee representing all interests organized the Salute under the chairmanship of Don Miller, Canadian Fishing Co. Members of the committee included Tom Parkin of the United Fishermen and Allied Workers; Dave Denby, Fisheries Research Board; Larry Swann, provincial department of fisheries; Stan Killick, and James Railton, sports fishermen.

Oregon Fish Commission Names Schoning, Jeffries

Appointment of Robert W. Schoning as assistant state fisheries director and Ernest R. Jeffries as director of fish culture has been announced by Albert M. Day, state fisheries director.

Schoning, the new assistant director, has been with the fish commission since 1947 and was research director since March 6. Since July 15, he has been acting assistant state fisheries director in addition to his duties as research director.

"Coming of Age"—21 Years on Commission

Canada's Senator Thomas Reid "came of age" as a member of the International Pacific Salmon Commission a few weeks ago and he had good reason to celebrate. He joined the commission 21 years ago when it was initiated, and he has been an active member ever since.

"It has been a long, often uphill battle, but this year it has proved worth while as never before," the senator told *Pacific Fisherman*. "The wonderful Adams River Sockeye run is only one spectacular demonstration of how the Fraser River's salmon fisheries have been restored, and I think it's generally agreed that it wouldn't have happened without the commission and its able staff."

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Walter Johnson is 20th President of Fish Divoteers

Walter B. Johnson, of the Halibut Producers Cooperative, Seattle, was chosen as the 20th president of The Fish Divoteers at their annual fall meeting and golf tournament at the Rainier Golf & Country Club, Seattle, September 26. He succeeds C. William Frankland of the Kelley-Clarke Co.

Other officers elected for the ensuing year were Walter P. Shiel, Jr., Walter P. Shiel & Co., vice president; C. E. "Bud" Moore, Whitney & Co., secretary; and Ken Williams, Dehn & Co., treasurer.

A field of 134 golfers provided keen competition for the many prizes and permanent trophies awarded at the banquet which was attended by 180 members and guests. C. William Frankland, retiring president, presided. Bill O'Mara, ace sportscaster for King TV, Seattle, was the guest speaker.

Low net in the first division went to Jack Hanover, of the Egegik and Intercoastal Packing Companies. Clare Kidd, National Bank of Commerce, won low gross honors, as well as the permanent cup for low gross in the 1958 spring tournament. Harvey Schmitz, Schmitz Box Co., received the permanent cup for low net in the spring tourney.

In the second division, Bob Dignon, Northern Products Corporation, carried off not only the prize for low net but the permanent cup for low net last spring. Ben Ruf, Container Corporation of America, was the low gross winner. The permanent cup for low gross last spring went to Homer Kyros, Arctic Maid Fisheries.

C. E. "Bud" Moore, Whitney & Co., was the low net winner in the third division, with the award for low gross going to Ron Eader, R. F. Dreitzler Co. Kjell Dahl, Dahl Fish Co., Bellingham, Wash., and Ike Alhadeff, Whiz Fish Products Co., took home permanent cups as last spring's low net and low gross winners.

The tournament was staged under the able direction of Dick Little, Kelley-Clarke Co., assisted by Jack Waechter, Western Corrugated, Inc., Glen Wicker, Green Bay & Western Railroad, and Bill Hingston, Washington Fish Oyster Co.

Prizes for the tourney were lined up by the Sponsors' committee headed by Jack Miller, James Farrell & Co., assisted by Frank Douglas, Ridgway Lithograph Co., George Golden, Food Brokers, Inc., Chuck Sellen, Booth Fisheries Corporation, and Dave Craig, Sebastian-Stuart Fish Co.

Dave Smith, Longview Fibre Co., arranged for entertainment and the "nineteenth" hole, assisted by Larry Carlander, Puget Sound Freight Lines, and Ed Fisher, Food Specialty Co.

Handicapping was in charge of Stan Bear, Whiz Fish Products Co., Elliott Benton, G. P. Halferty & Co., and Harry Backman, Sayre & Toso, Inc. Carlton Hillyard, *Pacific Fisherman*, and Don Venables, *Marine Digest*, handled the publicity chore.

Carmel Canning Elects Clark Collins V. P.

Clark Collins has been elected vice-president of Carmel Canning Co., with headquarters in San Francisco, and a plant at Monterey, according to Phelps Hollywood, president of the company.

Mr. Collins was associated for a number of years with F. E. Booth Co., Inc., San Francisco, and later with his brother Larry, in Collins Bros., a seafood brokerage firm.

Loker Honored

Don P. Loker, Star-Kist Foods executive, was appointed last month by Governor Knight to be a member of the Small Craft Harbor Commission of the State of California. His appointment, subject to confirmation by the State Senate, runs until Jan. 15, 1961.

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Electronic Fishing Gear Meets Specific Problems

Specialized electronic fishing gear designed to cope with specific problems of deep sea fishing is being offered by Japanese manufacturers and effectively applied within the fishing industry of that country over a wide range from Antarctic whaling to longlining for tuna in tropical waters.

Such specialized fishing gear finds its application as far north as the Japanese trawling ventures in Bering Sea and as far south as the Antarctic whaling operations.

This development goes beyond the use of established navigational instruments such as echo sounders in the field of fisheries. It seeks to modify them to meet peculiar problems related to the fisheries. While they retain their essential navigational character, these instruments are primarily employed as aids in fishing. In brief, they serve the fisheries first, with secondary employment in vessel navigation.

● Perhaps the most interesting of these new instruments designed for fishing use is the "fish graph super," developed by the Kaijo Denki Company Ltd., and manufactured by Japan Nippon Electric Company Ltd., to meet a specific need of the longline tuna fishing industry. This is in brief a powerful and highly selective echo sounder with a vertical range of 1000 fathoms and a special wet type recording chart on a belt line system. It is designed primarily to make it possible for longline tuna fishing vessels to determine the depth, density, and character of the "deep scattering layer," the band of plankton and feed which science calls familiarly the "DSL." This deep scattering layer or DSL is believed to consist of a band of plankton and the small fishes which feed upon it which rises toward the surface or even to the surface during the night and returns to the darker depth in daytime. The "fish graph super" enables the fisherman to determine the depth of the DSL and at the same time whether it carries in it a significant number of tuna. If it does, the longline tuna gear is set to a depth so that its hooks will be presented to the tuna in this layer where they are feeding.

The Japanese fishermen are able to detect tuna and to distinguish them from other fish by the characteristic markings made by fish of considerable size and body thickness. Where fish of the size characteristic of longline tuna appear on the graph they are in the form of marks of an inverted V, which is caused by the progressive movement of the impulse from one side to the other across the body of a fish of considerable thickness. Where salmon or cod or mackerel are shown they appear as a vertical point rather than as an inverted V.

● This interest in the deep scattering layer is not confined entirely to longline tuna fishermen because of the possibility that the midwater trawl, such as the "Nanaimo" type developed in British Columbia, may possibly be used in fishing in this deep scattering layer itself. Whether you are fishing for tuna or for the feed of tuna, the location of the layer of course becomes of primary importance.

In this connection it is noted that the Pacific Oceanic Fishery Investigations at Honolulu are shipping a Nanaimo midwater trawl aboard their investigation vessel *Hugh M. Smith*, with the idea of testing with it the composition of the deep scattering

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layer and the feed organisms in it as a possible means of predicting the abundance of oceanic skipjack, the location of that abundance, and the time of its probable occurrence. POFI regards the midwater trawl thus as an exploratory tool rather than as a means of catching marketable fish, although of course there is a possibility in that direction as well. For the present its use is visualized primarily as a means of providing data for tuna forecasting.

● Another new electronic instrument developed by the Kaijo Denki Company and manufactured by Nippon Electric Company is the "fish detector for trawling," a specialized instrument with a very high magnifying rate of recording and with the "white line" method of discrimination between the sea bottom and the fish above it. This is achieved by a specially selective recording system which shows the bottom itself as a fine line, distinctly separated from the broader band recorded by reverberations.

Through the use of this white line system trawlers are able to determine whether what would appear on a normal chart to be small points or projections above the sea bottom are in fact schools of fish or pods of crabs rather than isolated rocks or reef formations.

● "Fish Mirror" is the name for a specialized all-direction sonar for fish school detection as developed by Kaijo Denki. This instrument, which is in practical employment in many aspects of the Japanese fisheries, is one of the "fish finder" types. It employs a cathode ray tube screen which scans over a horizontal arc of 110 degrees and a vertical arc of 90 degrees. The presently employed fish mirror has a horizontal range of 400 yards. In addition to this instrument a much larger one is in manufacture and actual application for the Antarctic whaling fleet. This larger instrument is used by the killer boats to track whales beneath the surface so the killers may follow closely upon them and be near at hand when the whale emerges. Instruments for use in the intermediate range between the present fish camera and the whaling camera can readily be manufactured if demand develops, according to T. Oohira and Minoru Hayashibe of Kaijo Denki Company Ltd.

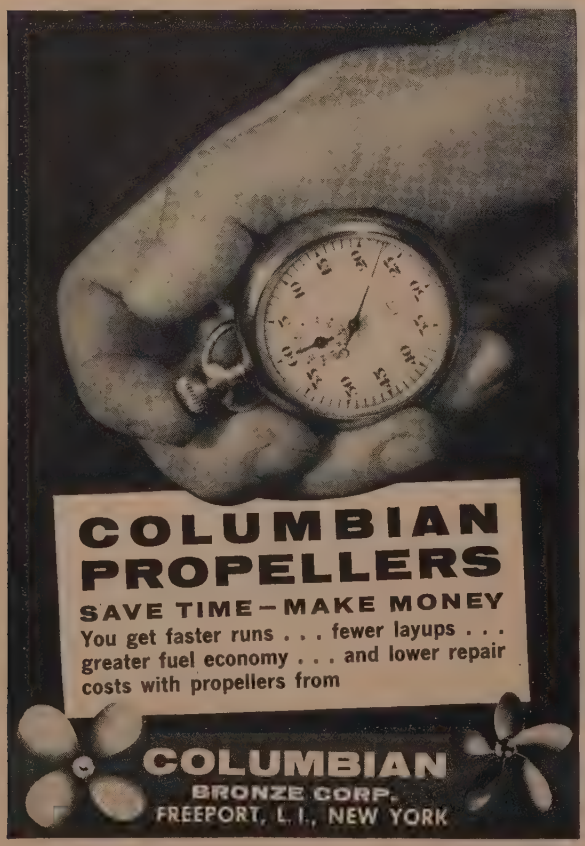
The fish mirror lends itself to scanning in any direction by slewing and elevating operation of the equipment. The smaller instrument is being used at present extensively in Japanese purse seining operations.

A fourth interesting instrument is the "fish camera," a small sized fish detector using a wet type chart recording system and showing the presence of schools or individual fish with great selectivity to a recording depth of 200 fathoms. The instrument actually has five different recording ranges which may be selected in order to give high magnification in the selected depths. Thus the range may be up to 100 meters, from 75 to 175 meters, from 150 to 250 meters, from 225 to 325 meters and from 300 to 400 meters, or 200 fathoms. The entire instrument with all its components weighs only about 35 pounds.

● The Japanese fishing industry is beginning to show wide interest in the midwater trawls both of British Columbia and European types and the instrument makers sense the need for further perfection of devices which will enable fishing vessels not only to put their trawls where they want them but also to check on their depth while in operation.

'A.R.B. 7' Burns in B. C.

The 50-foot Seattle seiner *A.R.B. 7* went down in flames near Campbell River, B. C., in October, close to the site of Ripple Rock, and the three men aboard escaped in a skiff without injury. The vessel was returning from Alaska.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Seattle National Boat Show Grows Bigger Again

● With an entire exhibit floor for commercial marine products, the Seattle National Boat Show should draw better attendance and more serious attention than ever before from fishermen and cannery superintendents. The expanded basement floor will be an industrial "show-within-a-show" for your interest. The two decks above will draw a finer bead on the pleasureboat market, with a spectacular array. Facts in brief:

Dates: November 28 - December 7.

Place: National Guard Armory in Seattle.

Following is a listing of many of the exhibits that will be of interest to the entire commercial marine field. Reason why not all products are given here is that some exhibits are being held up for last-minute surprise.

Alemite Co. of the Northwest will show Stewart-Warner instruments and other products.

Apex Marine & Equipment Co. plans to display six models of Graymarine engines from 25 to 225 hp, and introduce the new Gray Fireball V8-135. Federal Equipoise and Tru-Pitch propellers, fresh-water cooling systems, Marine Products pumps and Marmac steering, throttle and clutch controls will be shown.

Andrew Brown Paint Co. will have a "Showboat" theme again to illustrate application of the wide variety of Brolite Z-Spar finishes.

Bryant's Marina will have, among its commercial products, Bendix radio and electronics, Sonar electronics, and the full Evinrude Motors line, as well as Chris-Craft engines.

Chain Gear Co. — Marine reverse and reduction gears by Twin Disc Clutch Co. will be featured with four models in this booth; also shown will be Morse marine couplings, Valvair valves, V-Belt clutch, etc.

Cummins Diesel Sales of Washington will show the complete line of Cummins marine engines and parts.

Detroit Diesel Engine Division of General Motors — Evans Engine & Equipment Co. will participate with factory display equal to the outstanding exhibit of last year with some new surprises.

Edwin Monk will show drawings and photos of vessels recently completed and under construction in the Northwest to his design.

Eagle Metals display will feature marine products by International Nickel Co. including Monel shafting, Anchorfast nails, boat tanks, K-Monel propeller shafts that the Gold Cup hydroplanes use.

Fremont Electric Co. will have numerous products in its display, not all known at this writing but including Onan gas and diesel generators, Spartan horns, Sun tachometers, several batteries, etc.

"Doc" Freeman's Seattle Marine Exchange—Crusader marine V-8 engines 140 to 200 hp, and marine hardware will be included here.

Fiberlay, Inc. will give a graphic demonstration of how fiberglass products can be used in the marine field.

Fisheries Supply Co. expects to have a large display of Scott outboard motors manufactured by the marine division of McCulloch Motors Corporation, probably from 12 to 15 different motors.

General Petroleum Corp. will emphasize its outboard fuel and lubricants in a colorful display.

Jack B. Hickman will be present with Griffith Rubber Co. officials to show the new Griffith M-1 wet muffler built of vulcanized rubber, along with trolling snubbers, anchor line snubbers, and the Griffith bumpers.

Hatch & Kirk—Full details of this booth were not known at this writing but it will include the Kew line of replacement parts for 71 series GM diesels; parts manufactured by Kermath and distributed now by this firm.

R. D. Hurst Company booth will have a marine upholstery exhibit, rubber and vinyl matting, landing treads, boat seats, mattresses, etc.

Harlan C. McKay Company, representing Auto Engine Works, will show The Capitol marine reverse and reduction gears and three other firms' products as well this year, Young Radiator heat exchangers, Precision Gears & Products Co. vee drive, and Sweinhart inboard-outboard drive.

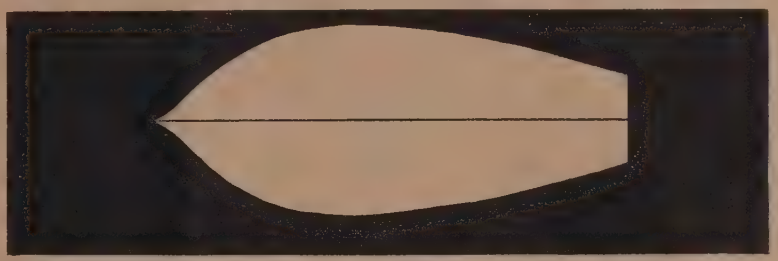
McGinnis Marine Service will demonstrate firefighting apparatus and cooking and heating equipment.

International Sales Corp. and *International Paint Co.* will again present their cooperative booth exhibit of the Interlux marine paints, varnishes, and other products, including fiberglass system, spray finishes, antifouling paints.

Instrument Laboratory will have an exhibit of light plants by Kohler of Kohler and American M.A.R.C.

Kolstrand Mfg. Co. will again show its well-known trolling gurdies and will include the Wood Freeman Metal Marine Pilot exhibit.

Gillard-Sneyd-Chase Co. will show



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Puritan marine products rope and cordage, and will have as a special attraction a rope splicing operation to watch.

Mathers Supply Co. will have an operating exhibit of Westinghouse pneumatic controls, and a working demonstration too of Morse remote controls as well as their own Mathers Controls line.

Marine Construction & Design Co. will emphasize hydraulics. Hydraulic cargo winches and topping and vanging winches, an anchor winch, and two new power blocks including a gillnet power block reportedly very successful in Bristol Bay last season. Marco's concrete float will also be displayed.

Michigan Wheel Co. again will have its propeller display in the Seattle show. Representatives from the factory will be there to discuss engineering and sales.

Northwest Instrument Co. display includes: Airguide and Taylor instruments, White compasses, Bausch & Lomb binoculars, Chelsea clocks, Hill-Cunningham automatic pilots, Raytheon Fathometers, Ross depth sounders, Roco direction finders, wind meters, flags, watches, etc. Apelco radiotelephones will be featured.

Nordby Supply Co. will bring many products of interest to commercial fishermen to the show, including Pettit and Vinylon marine coatings, Wall rope, with new weaves and textures, Raytheon electronic equipment, Perko and W-C marine hardware, Jabsco pumps, Bernzamatic portable freezer, and Skil tools.

NC Marine will display the Caterpillar marine diesel engines and the Chrysler marine gasoline engine line. Turbocharged marine engine will be featured, and two show models of Chryslers including a cutaway.

Pacific Marine Supply Co. plans several exhibits again, featuring all the Mercury outboards for 1959, Kiekhaefer's factory display; Albina power take-offs and winches; Universal marine motors; Goodrich Spongex floats; Goodrich Cutless rubber bearings; Woolsey paints; and netting and rope displays by Plymouth Cordage Co., Linen Thread Co., and Japanese manufacturers.

Port of Seattle will come into the boat show this year with its own display. It will be a working scale model of the new Shilshole Bay boat basin.

Pacific Fishing & Trading Co. plans to have two Allis-Chalmers diesels, two Western Ford diesels, Borg-Warner gears, a Walter display, and a new outboard drive for any engine to 150 hp.

Ross Laboratories Inc. plans a display of Ross Sportsman "240" depth finders along with its complete line of sounding equipment in nine models, transistorized, standard tube type and recording depth finders.

Raytheon Manufacturing Company brings to the Seattle show the complete Fathometer line for display plus a selection of its radiotelephones of all sizes and once again the Mariner's Pathfinder 1500 radar.

Sunde & d'Evers will include canvas products they manufacture, and Glidden paints, Wilcox-Crittenden hardware, etc.

Tam Engineering Corporation will have the complete Interceptor gasoline marine V-8 engine line represented by 5 or 6 models featuring the 1959 260-hp Interceptor.

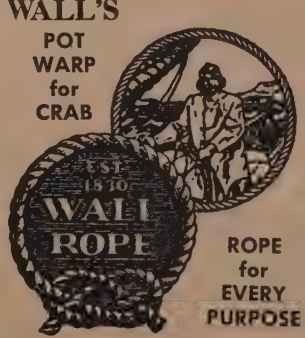
Utica-Bend Div., Curtiss-Wright Corporation will show the Mercedes-Benz diesel.

Washington Stove Works will exhibit the entire line of Olympic and Neptune stoves, featuring the diesel stoves as well as gas-fueled and coal stoves for all marine applications.

White Motor Company, White Diesel Engine Div., will have information about its big marine diesels and will again feature the entire Chrysler marine engine line.

Wright Outboard Marine, combining forces with the Johnson Motor dealers, will give the Johnson Motor Co. display of its newest outboard motors—a complete showing.

DROP IN AND SEE US AT THE SEATTLE BOAT SHOW



Booths 20-21 — November 28 to December 7

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PAULS Dyak Netting
PAULS Bonded Filament Nylon Seine Web
PAULS Cotton Netting
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Dick Kink Named to Interim Committee

A Bellingham purse seine fisherman, representative Dick J. Kink, was appointed recently to the Washington Legislature Interim Committee on Fisheries, by representative John O'Brien. Kink's appointment fills the vacancy created by the death of representative Clyde Miller of Kelso, Washington. The Committee held several hearings this fall with commercial and sports fishing interests, and other industry groups.

Morro Bay Has Busy Season

Morro Bay Fisheries, Morro Bay, Calif., has been busy unloading sardines for Monterey canneries this season, according to L. F. Carver, owner. There are two other sardine unloading facilities at Morro Bay.

Some jack and Pacific mackerel have also been unloaded, being shipped by truck to Monterey and southern California canneries. Morro Bay Fisheries have also been busy with rockfish.

Pacific Mutual Fish Co. branch at Avila, Calif., has had a fair abalone season, according to Joe Minafo, manager. Joe has three boats diving for him. The company also now has sardine unloading facilities.

H. L. Elmore, Elmore Abalone Co., Morro Bay, reports a poor abalone season, due mostly to rough weather.

The company has six diving boats working for it at the present time.

Ed Hart, Hart's Landing, installed a single cylinder Lister-Blackstone engine on his boat for auxiliary power.

Mrs. Betty Yancey, owner of Jamieson's Seafood Co., Morro Bay, is planning to build a 150' dock, complete with electric hoist, which will be used for unloading fish, crab, and abalone, and for putting small boats in the water.

The company has been busy this season with shrimp and abalone packing.

Roy Gheres, Morro Bay, has repowered his Albacore boat *Twilight,* with a four cylinder Osco Ford diesel engine with 2-1 Paragon reverse and reduction gears, purchased from Morro Bay Yacht Anchorage, Tex Smith, manager.

Frank Brebes, well known Morro Bay fisheries operator, suffered a broken leg. Regal Fish Co., Monterey, are using Mr. Brebes' facilities for buying Albacore to be shipped to Star Kist, Terminal Island. A portable ice machine has been installed for icing fish for their truck haul to Terminal Island.

Everybody Wants A Bigger Boat

There was considerable activity among boats and skippers around San Pedro last month. The *Challenger,* a big former clipper being converted into a seiner by Campbell Machine Inc. of San Diego, will have a new skipper — Norman Mezin, former owner of the *Western Fisher.*

The *Western Fisher,* in turn, will be under command of Nick Radovich, formerly of the *San Pedro Boy.*

Pete Laponovich, formerly skipper of the seiner *Marsha Ann,* will become net boss and general mast man on the *Southern Pacific,* Lou Brito's big conversion job now being turned into a seiner from a clipper at Al Larson's yard on Terminal Island.

John Misetich, veteran skipper of the *Ronnie M,* a 190-ton seiner out of San Pedro, is retiring, and his command is being taken over by Sam Uscovich, who has been on the *Pioneer.*

Mardesich Boat and Cabinet Works of San Pedro is building skiffs for the *Southern Pacific* and the *Challenger.* The *Southern Pacific* will have a man-size skiff, 28'x17' by 45" deep, powered with a 100-hp Ford diesel supplied by Fellows & Stewart. The *Challenger's* new skiff will carry a Volvo diesel 95-hp Swedish engine.

Plans for Commercial Fisherman's Wharf

Plans for a third major wharf in Monterey Bay were unveiled last month.

The idea was incorporated in a waterfront sketch plan proposed for inclusion in the new general plan. Under the proposal the new wharf would extend outward from the shore between the Coast Guard breakwater and Fishermen's Wharf. It would run parallel to the breakwater and would serve to berth the present commercial fishing fleet.

The proposal is based on eventual construction of the six million dollar federal breakwater.

Prospects Good for Silver Salmon in Sacramento River

According to the California Department of Fish and Game, prospects of establishing a self-sustaining population of silver salmon in the Sacramento River seem better than ever today.

The department said that tests made in Mill Creek, near Los Molinos, Tehama county, have shown that there was natural reproduction by introduced silver salmon.

Silvers were planted experimentally in Mill Creek, a Sacramento River tributary, in 1956 and 1957. Another 48,000 yearling silvers, averaging 8.6 per lb., were planted in the same creek earlier this year.

Fisherman Rows Seven Miles in Rough Water

Cass Gidley, San Rafael, Calif., fisherman, lost his troller *El Mariner* and was dramatically rescued by the Coast Guard after rowing his small skiff nearly seven miles in rough seas.

The boat began taking water southwest of the Farallon Islands, and sank. Mr. Gidley radioed for help, then put off in the skiff with his Airedale terrier Kim and started rowing and bailing.

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FOR SALE: Boat "Margaret". 40' double ender, 3 cyl. GM diesel, 100 watt radio, Bendix Pilot, D.F., Fully refrigerated 9-ton hold, complete salmon gurdies. Price $13,000. Forced to sell because of illness. Call or write Joe Giannini, Box 143, Morro Bay, California. Phone Spruce 2-2861.

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LINES and LEADERS

Orlando "Babe" Paolinelli (center) for the past 34 years a salesman at the Fishermen's Wharf marine station in San Francisco for Standard Oil Co. of California, explains operation details of marine service station to H. A. Frans (left), San Francisco district sales manager, and (right) R. M. Douglas, San Francisco regional sales manager for Standard Oil Co. . . . Babe retired from the company service recently after nearly 43 years; he is a brother of Ralph "Babe" Pinelli of Pacific Coast and National League baseball fame, also employed by the company at one time.

Standard Steel Makes Several Appointments

New appointments in the engineering, purchasing and material handling departments of Standard Steel Corporation, Los Angeles, California, were announced recently by C. N. Rees, executive vice-president.

Donald C. Jenson was named assistant chief engineer in addition to engineering advisor in the company's new cryogenics division. Donnel M. Browne was appointed manager of the quality control department of the cryogenics division.

Lloyd W. Sawyer, formerly assistant purchasing agent, is now head of material control; and Jack K. Tedrahan has been named assistant to the purchasing agent. Edwin R. Harvey has been advanced to purchasing expeditor.

Frank S. Hill Appointed by Kendall of American MARC

The appointment of Frank S. Hill as Advertising and Sales Promotion Manager of American MARC Inc. was announced recently by Denis Kendall, president of the California designer and manufacturer of Diesel engines and generators.

Mr. Hill was formerly assistant advertising manager of Fluor Products Co., a division of Fluor Corporation, Ltd. Previously, he was assistant advertising manager of Pacific Finance Corporation.

Prof. Lewis Baier Retained By Fairbanks, Morse & Co.

Lewis A. Baier, retired chairman of the University of Michigan's department of Naval Architecture and Marine Engineering, has been retained as consulting naval architect to Fairbanks, Morse & Co., it was announced by V. H. Peterson, vice-president, sales.

Professor Baier is the author of "The Navigators Handbook." He is a member of the Society of Naval Architects and Marine Engineers, Institution of Naval Architecture in London, Great Lakes Research Institute, and other professional organizations.

Professor Baier will work with the Marine Engineering Division at the Fairbanks-Morse Beloit works.

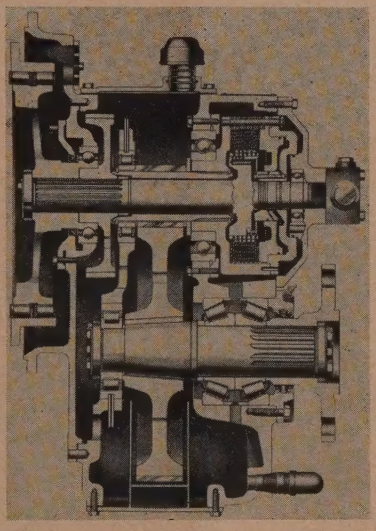
Western-Waxide Appoints New Advertising Manager

Warren E. Townsend, assistant to the advertising and sales promotion manager for the Western-Waxide Division of Crown Zellerbach, has been promoted to advertising and sales promotion manager.

Mr. Townsend is a native of San Francisco with a B.A. degree from College of Pacific and an M.B.A. from Stanford. He worked for California Packing Corporation in sales and market research capacities, Merchandising Factors advertising agency as an account executive, and Abbott Kimball as an account executive, before joining Western-Waxide as assistant to the advertising and sales promotion manager in December, 1955.

Twin Disc Announces New MG-512 Gear

Twin Disc Clutch Co., Racine, Wisconsin, has announced production of the Twin Disc MG-512 Marine Reverse and Reduction Gear, a redesigned, heavier version of their Model MG-511.



Cutaway view of the Twin Disc MG-512 Marine Reverse and Reduction Gear. Note double row of rubber blocks on driving ring and heavy-duty input shaft bearing.

Encyclopedia Brittanica Asks Geo. Nickum to Write

Mr. George C. Nickum of W. C. Nickum and Sons, Seattle Naval Architects, has been commissioned to write an article for the Encyclopedia Britannica on the subject of Fishing Vessels. The article is to be about 900 words long and will be included in the new issue now being prepared.

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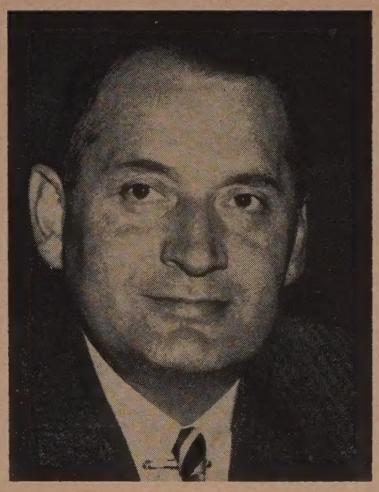

L. E. Nelson, vice-president of sales, Chrysler Marine and Industrial Engine Division.

Chrysler Engine Div. Names L. E. Nelson V.P.—Sales

As a further expansion of its sales organization, Chrysler Marine and Industrial Engine Division has named Lawrence E. Nelson vice-president, sales, according to Arthur S. Hudson, president of the division.

Mr. Nelson's new duties will include establishing an expanded Marine and Industrial engine center and dealer network throughout the United States and Canada, as well as developing and executing advertising and merchandising programs. He will be in charge of the entire sales organization.

C. C. Williams, who previously held that position, has been appointed divisional vice-president.

STATEMENT REQUIRED BY THE ACT OF AUGUST 24, 1912, AS AMENDED BY THE ACTS OF MARCH 3, 1933, AND JULY 2, 1946 (Title 39, United States Code, Section 233) SHOWING THE OWNERSHIP, MANAGEMENT, AND CIRCULATION of

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1. The names and addresses of the publisher, editor, managing editor, and business managers are:
   Publishers: Wm. B. Freeman, L. K. Smith, Miller Freeman, Jr., 500 Howard Street, San Francisco 5, California.
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   Managing editor: None.
   Sales manager: C. L. Hillyard, 71 Columbia Street, Seattle 4, Washington.
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Miller Freeman, Jr.,
Publisher

Sworn to and subscribed before me this 1st day of October, 1958.

Barbara M. Hampson,
Notary of the Public
San Francisco, California
(My commission expires February 18, 1962)

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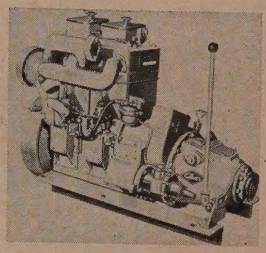

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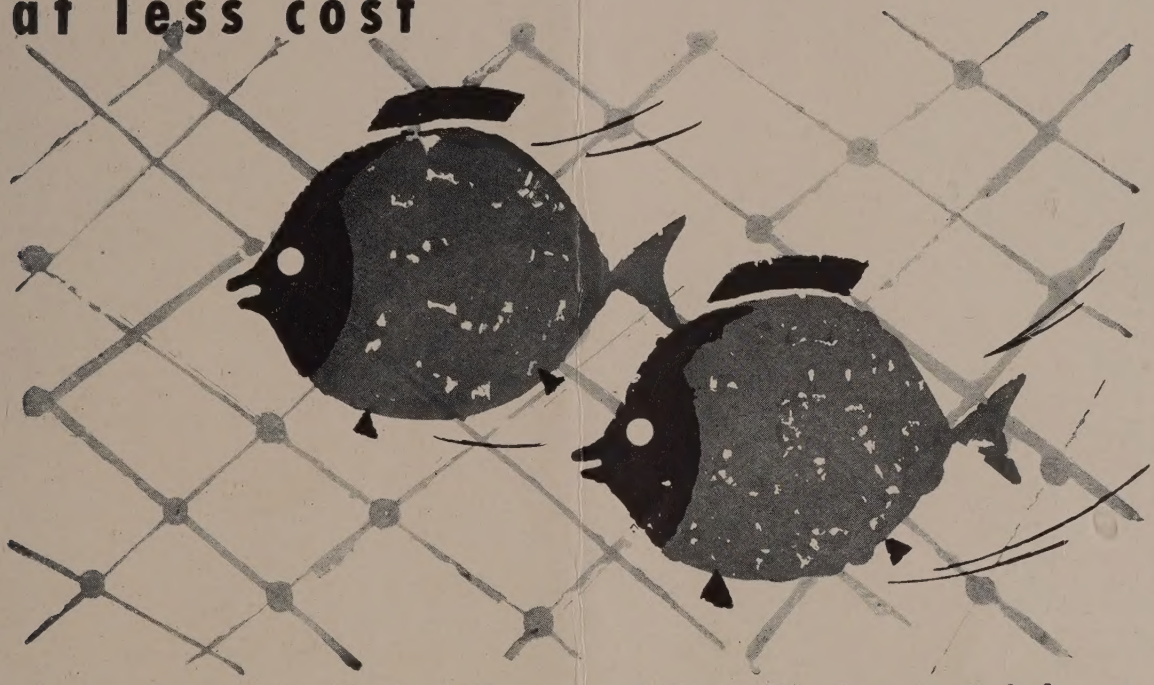

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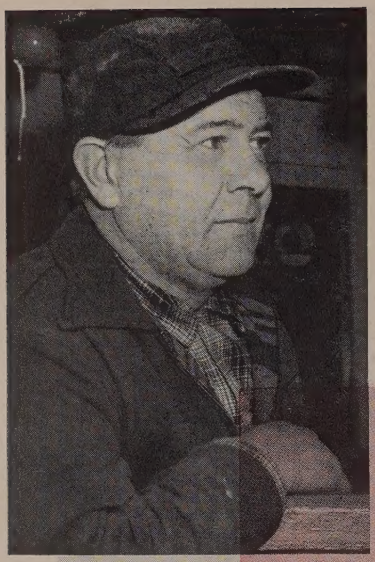
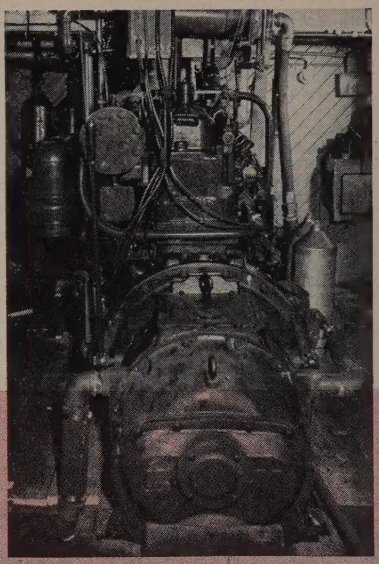


Capt. Leif Talgo has a new Waukesha . . .



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